

Generative AI meets text analysis for a quant and qual understanding of rugby players' attitudes



England
Rugby

Data driven insights strategy

Fan surveys

Online player experience panel



Caplena

Text analytics

Storytelling

Review analysis

Topic discovery

Driver analysis

Presenters



Tom Pennington

*Research Insights Analyst at England
Rugby*



Pascal de Buren

pascal@caplena.com

Co-Founder Caplena

Agenda

Generative AI meets text analysis for a quant and qual understanding of rugby players' attitudes

1. **Research** Approach
2. New **Sources** of Feedback
3. **Generative AI** use case
4. **Results** & Challenges

The England Rugby Strategy: Data & Insights

UNDERSTAND



**BUILD A DEEP
UNDERSTANDING OF
PLAYERS, VOLUNTEERS
& FANS TO SHAPE THE
FUTURE OF THE GAME**

CONNECT



**CONNECT WITH AND
GROW THE RUGBY
COMMUNITY AND CREATE
EXCEPTIONAL
EXPERIENCES**

England Rugby's *in-house* approach



Improve collaboration and **intelligence sharing** between departments



Consistent data sources, measures and people



Share insights **platforms** across departments

England Rugby's insights suppliers

PLATFORMS

- Enabling **automation**
- Inviting **innovation**
- **Flexible** licenses
- Always **available**



Alchemer



SPSS®

alteryx



DATA

- Consistent, comparable datapoints
- Year-on-year trends

YouGov®

YouGov Profiles

YouGov
BrandIndex

CONSULTANCY

- Market knowledge
- Technical expertise
- Easing bottlenecks
- Independent perspectives

The
Information Lab

portas

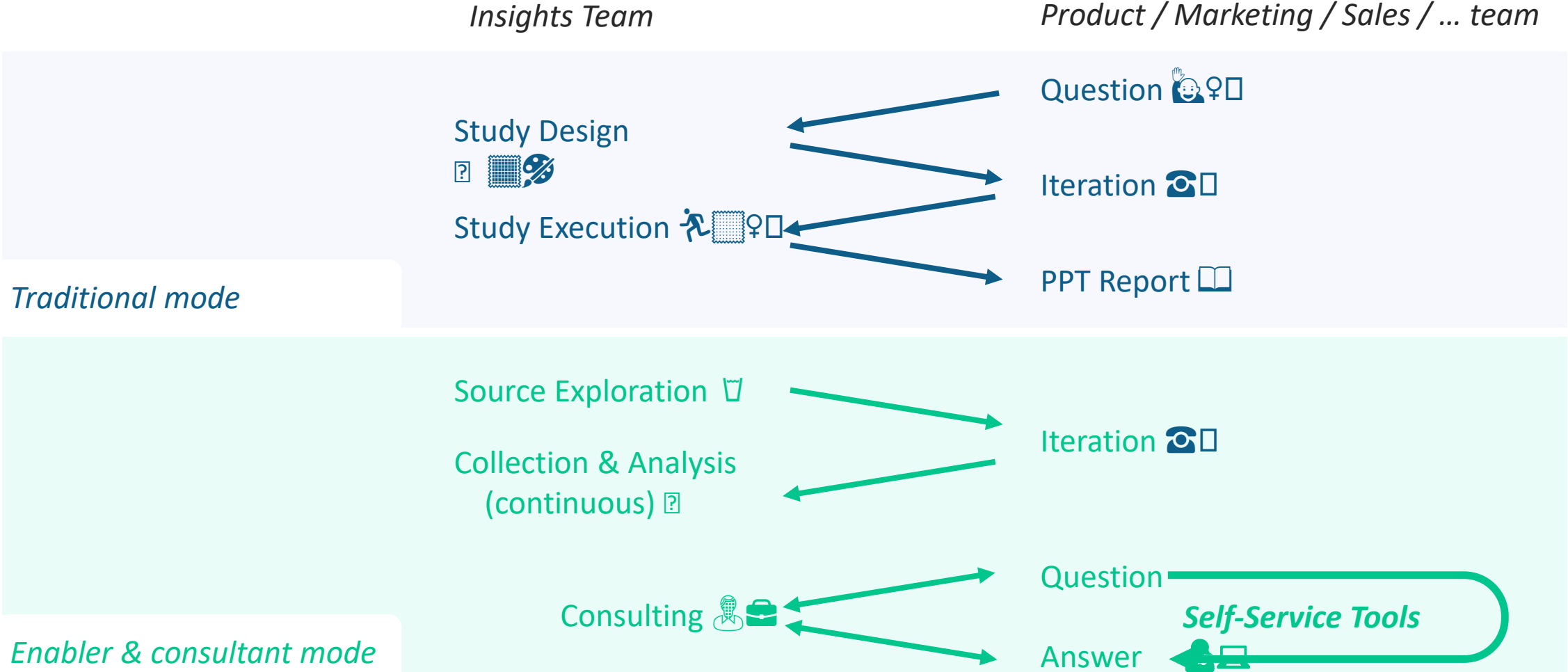


WAL
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7th SENSE

Savanta:

Becoming enablers & consultants

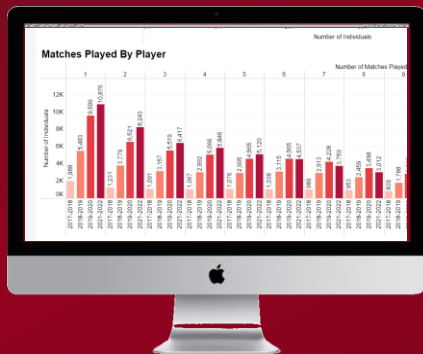


3. New Sources of Feedback

#1

BEHAVIOUR

Player registrations
Match completions
Player Appearances

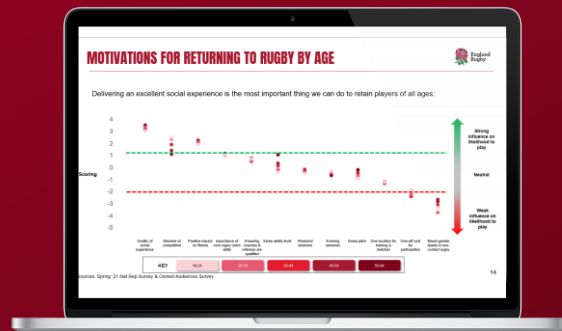


“1,300 more players have only played a single match so far this season”

#2

ATTITUDES AT SCALE

 NATIONAL RUGBY SURVEY



“A quality social experience was the top-ranked influence on play among all age-groups”

#3

ATTITUDES AT DEPTH

 PLAYER PANEL

“One of the most common things we see below 1st team level is teams not having a full front row. The adapted laws that we played in the summer would be a solution to this problem. Mauls wouldn't have to be removed but replacing a scrum with a free kick would probably get more games on each weekend.”

- Andrew, front row, lower XV, infrequent male player



Using insights to improve player experiences

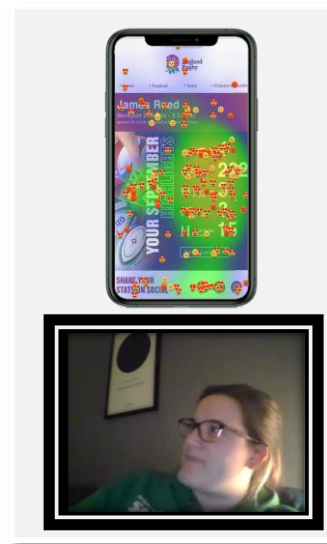


Review of player & matches data

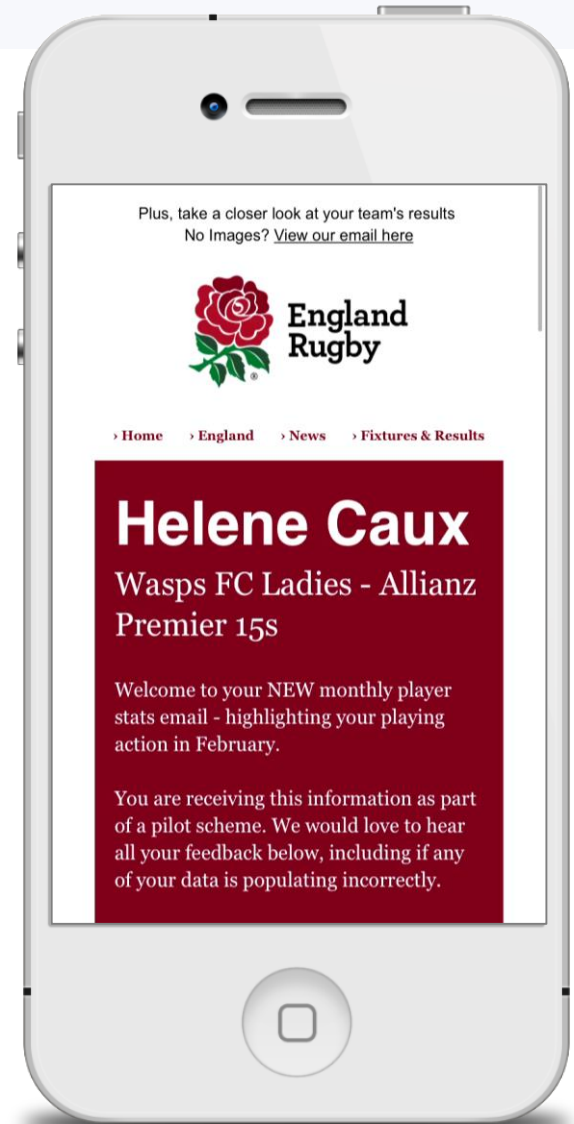
Quantitative survey of 3,000 current players

Week of qualitative research with infrequent players

Pilot CRM campaign to 5,000 players



Really cool to see my month and season's stats broken down. Also, makes me want to play more in the coming games



3. Storytelling & Analytics

Structured analysis of open-ended feedback

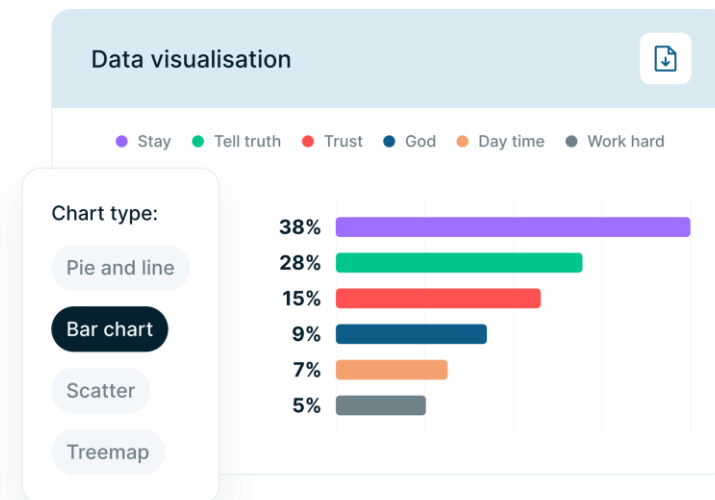
1 Discover & Refine

The interface shows 'Codebook generator settings' with two sliders: 'Number of categories' and 'Number of codes'. Below, a list of tags is displayed under the heading 'Customer service', including 'Good support', 'Bad support', 'Efficient', 'Unfriendly', and 'Incompetent'. A 'Plan' section on the left contains tags like 'Phone', 'Product offers', 'Plan negative', and 'Loyalty'.

2 Auto-tag & Fine-Tune

The interface displays 'Comments: 830'. Two comments are shown with their auto-generated tags. The first comment, 'It's ok in general. Just not the best prices.', is tagged with 'Overall: Indifferent' and 'Pricing: Expensive'. The second comment, 'The network coverage and service are great but they're just way too expensive compared to other carriers.', is tagged with 'Network: Positive' and 'Pricing: Expensive'.

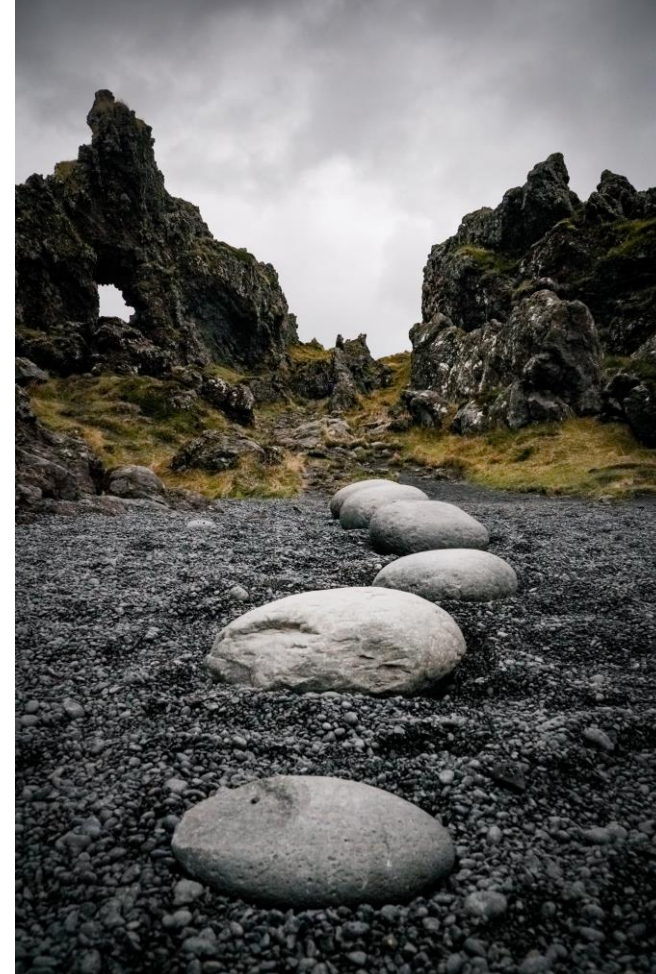
3 Visualize, Analyze & Share



Elevating open-end analysis

Problems with traditional analysis

- Loses detail by aggregation
- Can be rather static



Generative AI for context and detail

Row browser See Summary ×

☰ Sentiment: 0.1 - 1
☑ Empty: Yes
📊 Topics: Coaching Staff & Sentiment: Any

5799 😊 While I'm regaining fitness and keep me on the pitch long term + increase my knowledge of the game I participated in the first online ERRA course intake in 2020 which completed with face to face. I'm fitting in some refereeing. Claire Antcliffe's RFU online sessions to encourage women into refereeing and support them has been great. Annie Coulson has set up an RFU Eastern Region new/interested referee group to get people out on the pitch and supporting each other. I'm looking forward to getting involved with that. Two of the Ladies section did the ERRA at the same time, another player had recently qualified and our feedback has inspired a group of our players to set up a London Society taster ref course at our club. Thank you for the creative, innovative and useful support over the last year!!

IMPROVE/MORE REFEREES
Improve/more referees
GREAT
great / love / Brilliant
COACHING STAFF
coaching staff

5982 😊 The coach has been particularly welcoming and has made great effort to make my son feel confident an part of the team , great with praise and gentle with critics

COACHING STAFF
coaching staff
GREAT
great / love / Brilliant

2 - 8 of 72 Close

Row browser Back To Rows ×

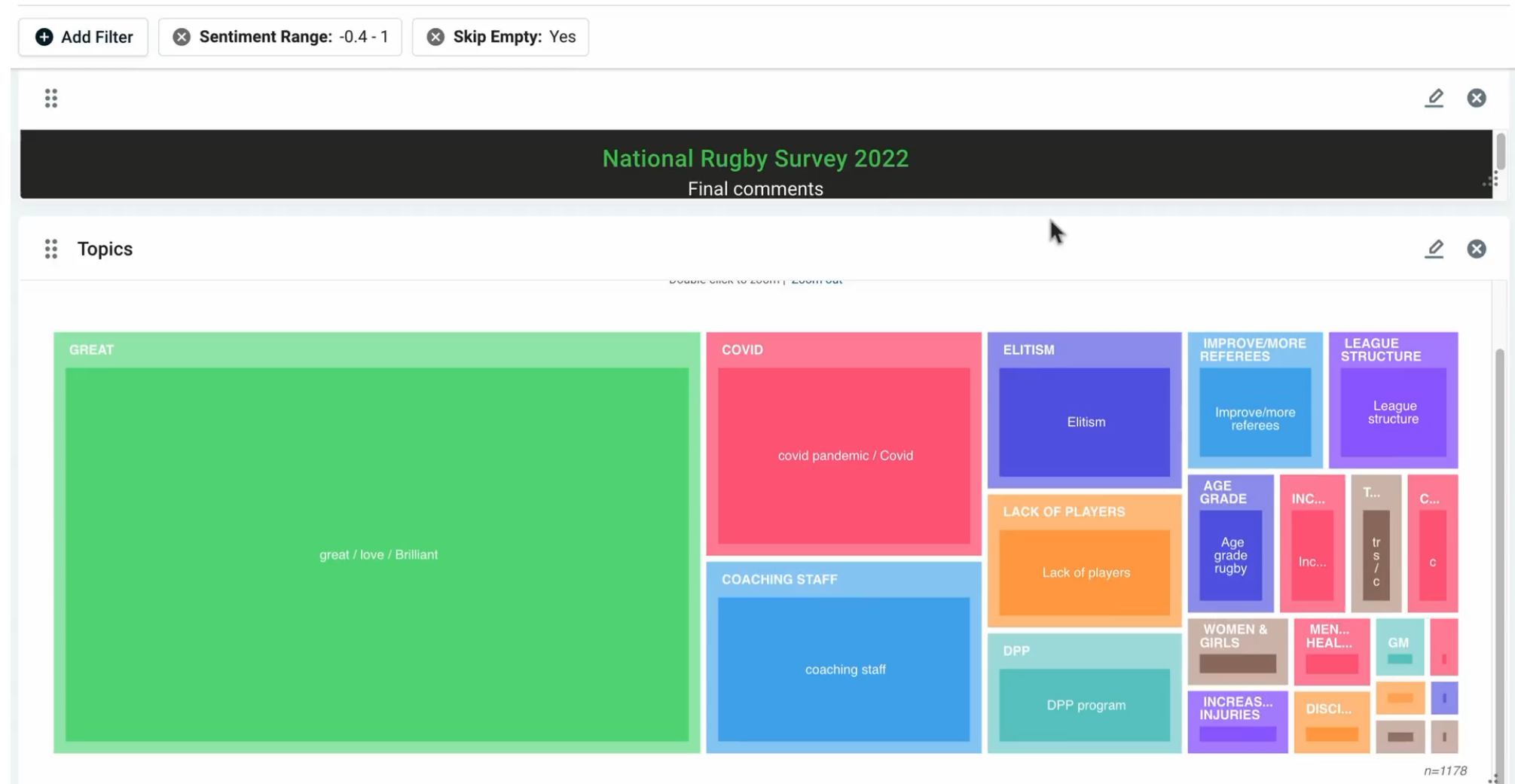
☰ Sentiment: 0.1 - 1
☑ Empty: Yes
📊 Topics: Coaching Staff & Sentiment: Any

Summary based on 72 rows 📄

Respondents express overall positive sentiment towards coaching staff, highlighting the dedication and support from coaches, the friendly and welcoming atmosphere, and the positive impact on players' skills and confidence. Some mention difficulties in age group changes and lack of resources, but overall, coaches are praised for their efforts even during the pandemic.

Close

Embedded in fully dynamic Dashboards



4. Results & Challenges

Campaigns influenced by insights

- Recent work on the factors influencing player enjoyment have driven two campaigns on the social benefits of rugby:



Next challenges for England Rugby Insights

- **Comfort** around data
- Managing **analysis paralysis**
- More stakeholder involvement in research

QA



Tom Pennington

Research Insights Analyst at England Rugby



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pascal@caplena.com

Co-Founder Caplena