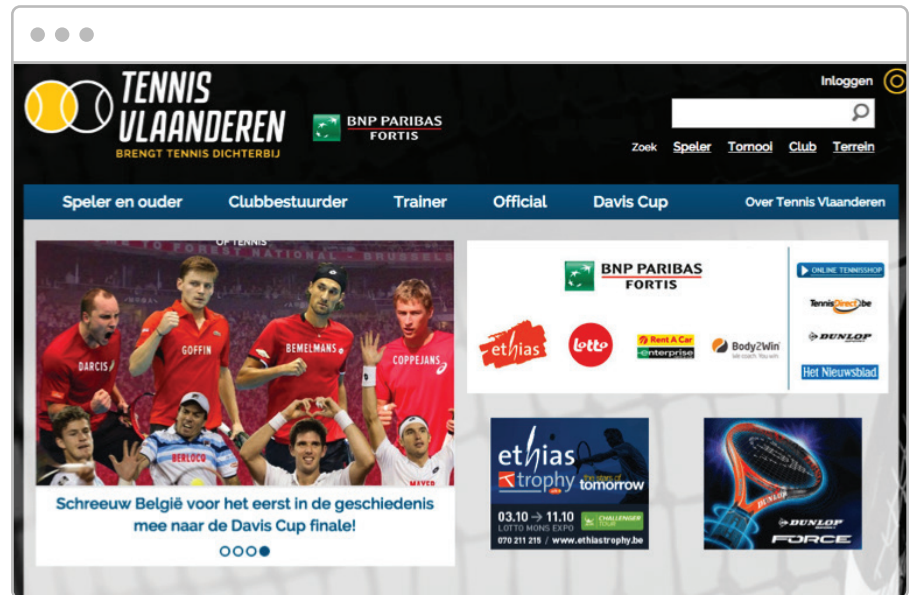


# Tennis Vlaanderen

www.tennisvlaanderen.be



The Liferay platform keeps us in constant contact with our members. We also maintain a direct relationship with our 480 tennis clubs and over 80% now make use of the online court reservation system.

Vanessa de Ruyver  
Communications Manager,  
Tennis Vlaanderen

## Organization

The Tennis Vlaanderen federation manages and promotes the sport of tennis in Flanders, the Dutch-speaking part of Belgium. The organization connects roughly 480 tennis clubs with 150,000 active tennis players throughout the region. Tennis Vlaanderen provides the best possible support for clubs and their members, and fosters professionalism and quality within the clubs. Its mission is to make tennis accessible at all levels for all ages and to train top international players. Tennis Vlaanderen was founded in 1979 under the name VTV. Since 2014, the federation has continued to celebrate and promote Flemish tennis as Tennis Vlaanderen.

## Challenge

Tennis Vlaanderen aimed to provide its annually growing membership with information and services as efficiently and effectively as possible. The organization therefore looked for a flexible platform that provided modern functionalities such as online registration and payment, and reservations for tennis courts or tournaments. They needed a solution that fully integrated with the Oracle database as well as the existing ELIT system for members, clubs, and tournaments. These had been used for years to record details of members, officials, ratings and results.

Tennis Vlaanderen also wishes to face the future independently—without the intervention of IT companies and therefore without high additional costs.

## Solution

In Liferay Portal, Tennis Vlaanderen found a platform that is easy to use and manage, and which effectively works with the existing database. This makes it easy for members, trainers, officials, and clubs to instantly access a wealth of relevant, personalized information.

Tennis Vlaanderen also now provides members with real time news and tournament information. A number of specific user groups were identified—youth, official, top talent, starter, parent, board member, press, supporter, trainer—and given access to the information relevant for its own users. Trainers also have the ability to manage groups.

## Facts

- Proportion of mobile visits to the site rose from 5.7% in 2011 to over 40% in 2015.
- Average session duration increased by 43% to 9 minutes per visit.
- The site is primarily visited during the tennis season when competitions, tournaments, and court reservations are in full swing.
- 5.5 million unique visitors per year
- 45,000 unique visitors per month

Each group was actively involved in shaping the portal solution. The resulting platform therefore satisfies the specific wishes of each type of user as much as possible.

### ONLINE MEMBERSHIP APPLICATION

Paper application forms for membership are a thing of the past. The new digital application form is processed completely automatically, resulting in greater speed and fewer errors. People can become members instantly, so they can start playing tennis and enjoy membership benefits without delay. Membership is flexible and easy to manage, for example for parents who can easily add family members to their membership.

### OFFICIALS AND TRAINERS

Clubs use the platform to search for officials and schedule the right people for their tournaments and inter-club competition. This not only improves efficiency, but also controls the quality of the organization and its activities. Courses are easier and quicker to arrange, which means more lessons are given, leading to increased revenue. Registration and payment take place online, minimizing the risk of human error. Finally, as course fees are paid upfront online, no complicated and resource-heavy procedures are required for chasing payments.

### RESPONSIVE DESIGN

The Tennis Vlaanderen Liferay site is entirely responsive. Members can consult the portal at any time and from any location using their smartphones, tablets or other mobile devices.

## Business Added Value

The implementation of the Tennis Vlaanderen platform on Liferay Portal has resulted in a growing number of site visits and as many as 95,000 unique logins per year. Active involvement via social media has also increased.

The service level for members has risen, while the management costs for Tennis Vlaanderen have decreased. There are fewer IT interventions for site modifications and the development of marketing sites. This also cuts costs substantially.

### MORE BENEFITS:

- Better opportunities for sponsors, which increased revenue by 15%
- Use of RSS feeds
- Library with more than 700 documents
- Workflow systems allowing personnel or temporary teams to work together
- Content, navigation, and promotional sites under own management

## Future

Tennis Vlaanderen now has plans to expand the platform to include a tennis school module. The software can easily be integrated with ELIT and with the website [www.tennisvlaanderen.be](http://www.tennisvlaanderen.be).

With Liferay Portal, Tennis Vlaanderen can continue to provide its members with quality communication and services in the future, and the organization has ample scope for further growth.