CGI

Partnering to revolutionise technological capabilities and keep pace

Founded in 1787, Marylebone Cricket Club (MCC) is the world's most active cricket club. The club has 18,000 full and 5,000 Associate Members and plays more matches than any other cricket club.

As part of its ambition to develop and maintain Lord's as the finest Cricket Ground in the world, and commitment to improving the quality of customer experience, MCC appointed us as Digital Technology Partner in 2021. They were looking to drive innovation, invest in change and bring technological advancement in key areas, including Member and visitor interaction, as part of its commitment to improve the quality of customer experience. Through our partnership we have been able to bring insight and expertise to enhance the technologies, systems, processes and data used by the Club.

The challenge

MCC was using basic legacy manual systems and wanted to digitalise many of these systems. The aim was to help them modernise and become more efficient whilst improving customer experience.

The solution

We essentially re-engineered their business process and became an extension of their IT department. We have provided numerous, agile, services so far, organically addressing their needs through innovative solutions.

Our key remit was to design, implement and deploy Microsoft Dynamics 365 (D365) CRM tool, which not only increased efficiency for staff, but also improved the digital experience for sponsors, Member, supporters and attendees alike. Our team was embedded into MCC's IT team where we could provide an increased level of operational excellence and enhance our partnership.

This project wasn't just about the plumbing, integration, systems and data – it was about the actual business process. We ensured that we understood our client's business and built that knowledge into the organisational design, using our expertise to move through to successful implementation. The result was a sophisticated, modernised CRM system.

The extra value

One other area of success has been our cultural alignment. As a smaller organisation in terms of IT, MCC were happy with how we swiftly adapted to working with an SME organisation. We were able to flex to capabilities and adapt to changing needs, mainly through a good client proximity mixed with our offshore resources. This strong model means the client gets the best of both, local and offshore teams. All this was done on time and on budget.

Our partnership hasn't just been all about the digital tech, it has also been about driving innovation in the local community such as STEM activities with the club and local schools. We have also managed to bring the excitement of Lord's to our wider client base by jointly hosting many of them throughout the summer cricket season.

What next

We are excited about how far we've come but also about what lies ahead as we look to build a new technologies ambition together. Working together in true partnership means innovative outcomes.

For more information or to discuss your digital transformation / CRM requirements, please contact Chris Annone, chris.annone@cgi.com. For more information about MCC, please visit https://www.lords.org/mcc/the-club/about-us

"CGI brought exceptional skills and talent into our small IT department at MCC. What separates CGI from the competition is the 'can-do' attitude, ownership and the way its professionals conduct themselves – that was the real game changer for me".

Jeff Wollen
Chief Information Officer
Marylebone Cricket Club

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 91,500 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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