

## Engineering Digital Fan Engagement

Engineering connected digital experiences that extend engagement beyond the game.

### Why We Engineer

Every sporting event creates excitement.

The challenge is keeping fans engaged long after the final whistle.

Fantasy sports transformed spectators into participants, where every match, every player and every point created a more personal connection with the game.

Engineering made that journey even more rewarding.

Orchasp engineered a digital rewards platform that connected fantasy league performance with merchandise redemption, order fulfilment and customer communication, creating a seamless experience from achievement to reward.



### Executive Snapshot

|                           |                                                                                                                                                     |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Industry</b>           | Digital Media & Sports                                                                                                                              |
| <b>Region</b>             | North America                                                                                                                                       |
| <b>Business Objective</b> | Engineer a connected rewards platform enabling fantasy sports participants to redeem merchandise based on points earned through league performance. |
| <b>Engineering Focus</b>  | Fantasy Sports Rewards * Points Management * Merchandise Redemption * Order Processing * Customer Communication * Fulfilment & Shipment Tracking    |

## The Bigger Picture

### Fan Engagement Doesn't End With The Game.

- Winning creates excitement.
- Recognition builds loyalty.
- Rewards strengthen engagement.
- The engineering challenge was to connect these experiences into one continuous digital journey—from league performance to successful reward fulfilment.

## Understanding The Business

- Participants earned points based on fantasy league performance.
- Eligible subscribers received reward notifications.
- Points could be redeemed online for branded merchandise.
- Orders were processed, confirmed and tracked until delivery.
- The objective was to engineer one connected customer experience rather than a series of independent online transactions.

## Engineering Philosophy

- Engineering focused on the complete customer journey.
- Participation.
- Recognition.
- Redemption.
- Fulfilment.
- Every stage was connected to deliver a simple, consistent and rewarding digital experience.
- Technology enabled the platform.
- Engineering created the experience.

## Engineering The Future State

### Engineering Reward Recognition

Subscribers were automatically notified when reward points became available based on their fantasy league performance, making recognition immediate and meaningful.

### Engineering Digital Redemption

Participants redeemed accumulated points through an online merchandise catalogue, creating a simple and intuitive rewards experience.

### Engineering Fulfilment

Order confirmation and shipment tracking completed the journey, giving subscribers visibility until rewards reached their destination.

## Business Impact

- The engagement strengthened the complete reward lifecycle.
- Participation became more engaging.
- Reward redemption became simpler.
- Customer communication became more responsive.
- Fulfilment became more transparent.
- The project demonstrated how connected digital experiences strengthen customer engagement beyond the primary service.

## Engineering Insight

Recognition Creates Loyalty.

- Competition creates participation.
- Rewards encourage engagement.
- Fulfilment builds trust.
- Engineering quietly connects the entire experience.

## Connecting To The Vision 2030

- Modern digital ecosystems are built around connected customer experiences.
- Personalization.
- Gamification.
- Digital Commerce.
- AI-driven Engagement.
- Community Platforms.

The engineering principles demonstrated through this engagement continue to shape Orchasp's Vision 2030—building intelligent digital ecosystems where every interaction strengthens customer relationships.

## Engineering legacy

- ✓ Every engineering engagement leaves behind more than a delivered solution.
- ✓ It leaves behind understanding.
- ✓ For more than thirty-three years, Orchasp has partnered with enterprises to strengthen business capability through thoughtful engineering and disciplined execution.
- ✓ As digital engagement continues to evolve, the same engineering principles will remain central to creating meaningful and lasting relationships between organizations and the communities they serve.



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