

Table Tennis England Digital Transformation

June 2026

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Purpose

**A thriving, connected community
growing in numbers, loyalty, and impact.**



Experience



Operations



Financial



- Complex operational processes
- Poor Digital Experience Net Promoter Score
- **- 32**
- High development costs
- Financial limitations



Phase 1

Unifying systems
Operational & cost efficiencies
Establish foundations & roadmap
Improve experience

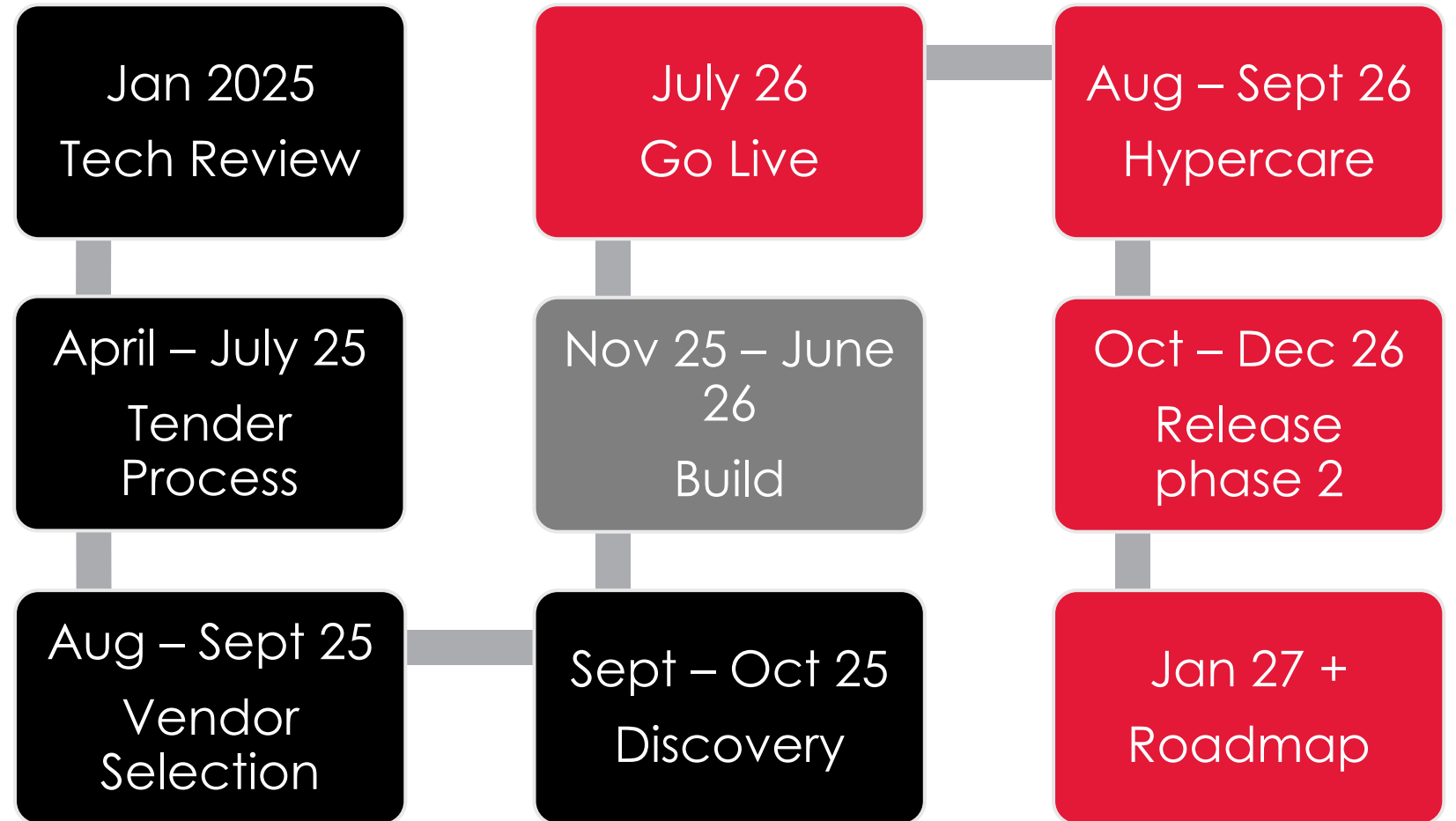


Journey

- Complex operational processes
- Suboptimal user experience

Current Digital Experience Net Promoter Score
- 32

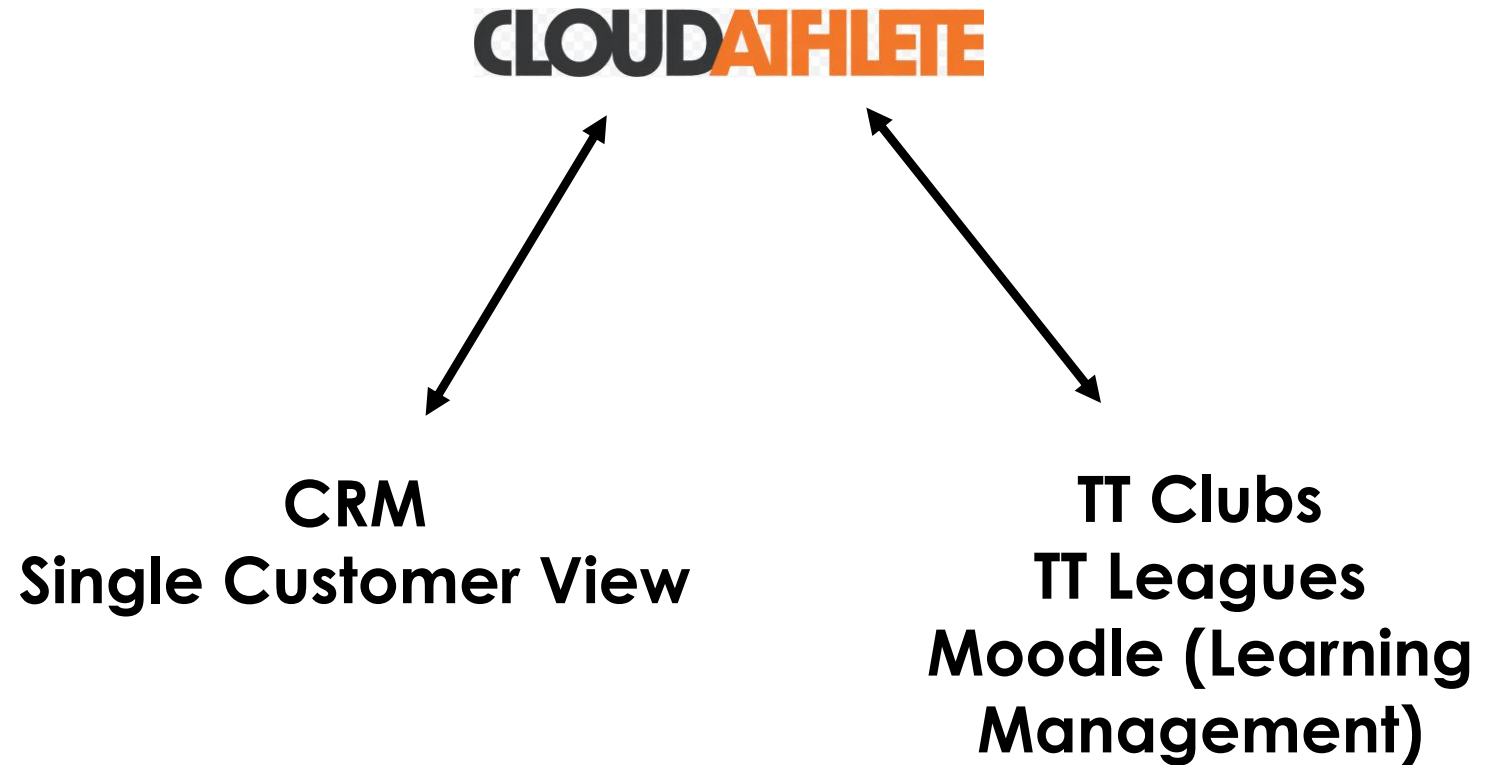
- High development costs



Solution

CloudAthlete will handle:

- All memberships management
- Courses entry
- Qualifications
- Competition
- Rankings & Ratings
- Community
- Surveys
- Communications



Key Dates

5 July

- 25/26 Membership Cut Off
- No entries payments through S:80

6 July

- S:80 Final data cut received

6 – 12 July

- Transition Week

13 July

- **TTE Hub Go Live**

21 July

- 26/27 Membership open

1 Aug

- Season Start

