

A personalised user experience on the RBFA application & website

All along the project, Devoteam G Cloud closely worked with the RBFA in an agile way to make sure that the Recommendation System project evolves in the right direction.

The challenge

To keep users engaged, the RBFA wants to create a personalised experience for each of them. This concerns all the content that the RBFA produces, but also important advertisements from their partners, and products in their webshop. All these elements share one common denominator: they contain tags. For example, #red-devils, #futsal, or #disability-teams.

The solution

We first defined the embeddings. To ensure proper scalability of the solution while having low response times, a fully serverless architecture was deployed using Vertex AI Endpoints, App Engine, and Firestore. Finally, once tag recommendations have been made, the proxy joins the results with the database of the different types of content, to make user-level personalised recommendations possible.

The results

Thanks to Vertex AI Pipelines, the recommender system model was fully automated from start to finish. This means that the RBFA can at any time, and at the cost of a click, spin up a new pipeline to retrain the model using the latest data available, and deploy it in production with zero downtime. This makes it significantly easier for RBFA's technical teams to manage recommender systems.

“The recommender system from Devoteam G Cloud will enable us to deliver a greatly improved personalised experience to all of our users, and tackle more complex use-cases such as ads recommendations and content recommendations”

Koen Landsheere, Agile Digital IT manager, Royal Belgian Football Association



About ROYAL BELGIAN FOOTBALL ASSOCIATION

The Royal Belgian Football Association (RBFA) is the official representative of Belgian football. They have many responsibilities going from managing the Belgian football teams like the Belgian Red Devils and Belgian Red Flames to assisting local teams with their organisation.

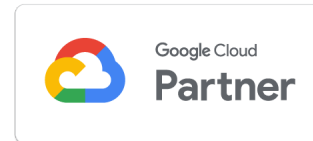
Industry: Other

Primary project location: Belgium



About Devoteam G Cloud SAS

Devoteam G Cloud is a Google Cloud Premier Partner for over a decade and a Google Cloud Managed Services Provider.



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