



How Spartan Race used Rosterfy to **scale** with their **global workforce demands**.

With more than one million annual race participants and an annual roster of 250-plus events, Spartan Race has rapidly grown from humble beginnings to become the world's largest obstacle course race, endurance, and lifestyle brand.

The Background

Considered the 'life blood' of Spartan Race, thousands of volunteers are required each year. From building obstacles, marking the course, assisting with festival operations, supporting sponsors and obstacle attendants, Spartan events traditionally require at least 400 volunteers a day.

After experiencing exponential growth as a business, Spartan Race quickly realised that their current volunteer solution wasn't equipped to cater for their growing workforce requirements.

"A few years ago we were using a timing platform that was definitely not ideal for volunteer management or registrations at all. It worked for a while because we didn't have as many events or as many staff. But as we grew as a business, we needed a platform that could really do all the heavy lifting for us from a technological perspective."

Implementation

The gargantuan task of consolidating data from old systems, spreadsheets and various different departments began with the onboarding of Rosterfy in 2018. With a volunteer base that has ballooned to 80,000, 30,000 of which are required year on year Rosterfy was implemented to streamline processes for volunteer recruitment, training, safety checks, registration and a host of other tasks.



"They [Rosterfy] have so many features that make it so easy to do that at scale."

Annie Towslee, Spartan's Director of International Volunteer

The Result

Spartan Race saw great success with a number of features but in particular it was the adaption of Rosterfy's training modules, which saw great results.

"Prior to Rosterfy the training communication to our volunteer was an email in among dozens of other emails so it was all getting lost in the mix. Now we can have safety and training modules as a qualifier for an event and all the checklist items have been ticked before they're able to volunteer. Thanks to workflow automations we have our thumb on the pulse. We have plenty of children's events so the background checks are incredibly pertinent and a real priority for us."

With over 27 licensees in more than 40 countries, the language translation options have also played a pivotal role, as Spartan Race plan for further global expansion and their workforce requirements scale up.

"Rosterfy have so many features that make it so easy to do that at scale – in the past I would work with other regions and there would be a language barrier. Rosterfy already has a translation feature in place for the entire website. There are a lot of really good features like that which can help us expand globally, and the support they offer is like nothing I've ever seen."

Spartan Race also started to use other elements of Rosterfy operationally, such as creating efficiencies across different marketing teams and disciplines. The demographics data and segmentation provided by Rosterfy's technology has allowed Spartan Race to "dig deeper" when marketing to create more personalized experiences for their volunteers.

If you'd like to learn more about how Rosterfy can help you scale with your workforce requirements, get in touch today!