



Innovative Personalization Without Compromising Brand Integrity

CASE STUDY

Innovating Sports Gear for the Modern Player

The sports industry has long been shaped by innovation, with brands constantly pushing boundaries to enhance performance and personalization. For golf specifically, in the late 20th century, the introduction of metal drivers revolutionized the game, replacing traditional wood clubs and setting a new standard for equipment. Today, advancements like Carbonwood, a material outperforming modern titanium, demonstrate how innovation continues to drive progress. Personalization has also become a growing trend, allowing players to customize their gear, such as golf balls, with unique text. However, this shift comes with challenges, including the risk of inappropriate content and the operational inefficiencies of managing customization at scale.

Here's how a leading golf brand partnered with WebPurify, an IntouchCX company, to tackle these challenges and keep driving innovation.

The Challenge

Customers appreciate personalization options for their ability to make products feel unique, ideal for gifting, and a key factor in brand selection. However, customization often introduces challenges, including risks of inappropriate content and operational inefficiencies.

A leading golf equipment brand faced these issues when offering shoppers the ability to add custom text to their premium golf ball lines. Initial efforts included regional block lists for restricted terms, but this approach lacked comprehensive coverage.

Quality control teams at production facilities also acted as a secondary filter, manually checking for inappropriate entries. While necessary, this process diverted employees from their core responsibilities, highlighting the need for a more efficient and scalable solution.



The Solution

When the brand reached out for support, we were ready to deliver a tailored solution. In less than a month, the company seamlessly integrated our Profanity Filter and Smart Screen APIs into their central configurator, which connects with all their order entry tools and middleware.

This global implementation quickly resolved issues with inappropriate entries in over 15 languages, including offensive phrases and “bad words.” By streamlining the moderation process, their quality control team was able to refocus on core responsibilities, completely eliminating production delays caused by manual text review.

Our Results

In under a year, the retirement of in-house block lists has streamlined operations, saving valuable maintenance and development time. With this success, the next implementation will be to expand personalization offerings by introducing an “upload photo” feature. Additionally, over 450,000 custom golf balls were successfully reviewed, showcasing the efficiency of the implemented moderation process.

