



Table Tennis Association
of Kerala
KERALA, INDIA

CASE STUDY | TABLE TENNIS | KERALA, INDIA

Three-quarters of the admin work, gone.

One system for entries, officials and live results.

How the Table Tennis Association of Kerala replaced manual entries, schedules and records with Zeetius.



Share of human effort removed across the association's operations

75% LESS HUMAN EFFORT
ACROSS OPERATIONS

1 SYSTEM FOR ENTRIES,
SCHEDULES, OFFICIALS

Live RESULTS AS SCORERS
RECORD THEM

National VISIBILITY, ENTRANTS
AND SPONSORS

THE CLIENT

Table Tennis Association of Kerala

The Table Tennis Association of Kerala (TTAK) governs table tennis across the state of Kerala. It runs tournaments, registers players, appoints technical officials and selects talent for development.

SPORT

Table tennis

REGION

Kerala, India

SOLUTION

Zeetius for Federations

HEADLINE RESULT

75% less human effort

BEFORE ZEETIUS

Admin was eating the association's time



Slow, error-prone paperwork

Entries, schedules and records were kept by hand. It was slow and often wrong.



No data behind selection

Performance data was hard to reach, so selection and development went without it.



Days to line up officials

Coordinating technical officials took days before every event.

From scattered paperwork to one system

	BEFORE		WITH ZEETIUS
Entries	● Keyed in by hand	→	● Online registration in one system
Scheduling	● Built manually, slow and often wrong	→	● Scheduled in the same system
Records	● Kept on paper	→	● Updated in real time
Technical officials	● Days of coordination per event	→	● Appointments and updates sent in-system
Results	● Recorded by hand	→	● Reach viewers as scorers record them
Player data	● Hard to access	→	● Player profiles and performance analytics
Selection	● Made without performance data	→	● Guided by each player's history

THE SOLUTION

Everyone works **in one place**

Zeetius put **registration, scheduling, officials and results** into a single system, so administrators, officials, coaches and fans all draw on the same live data.



Administrators

Entries and schedules handled in one system.



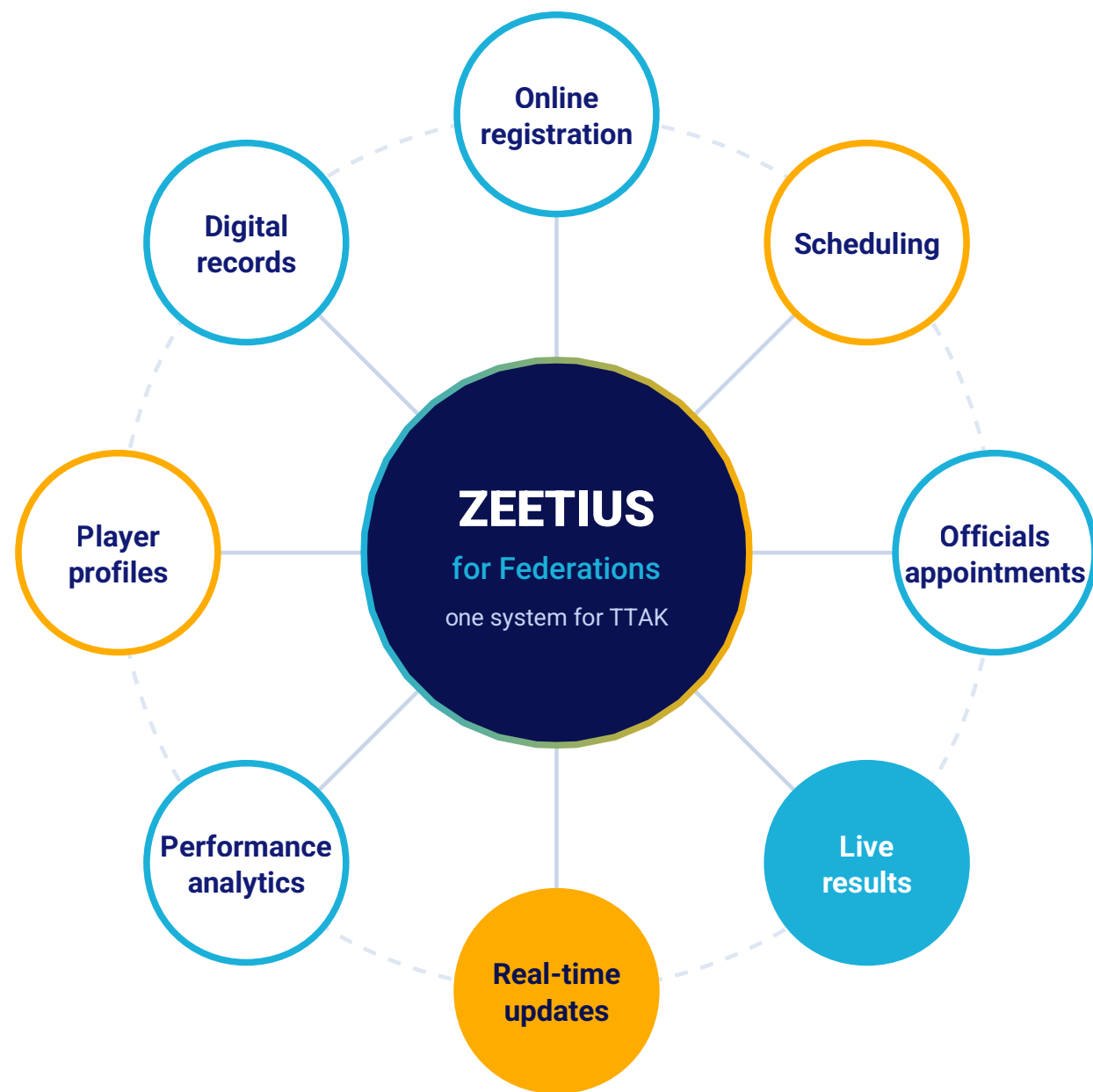
Technical officials

Appointments and updates arrive in the same system.

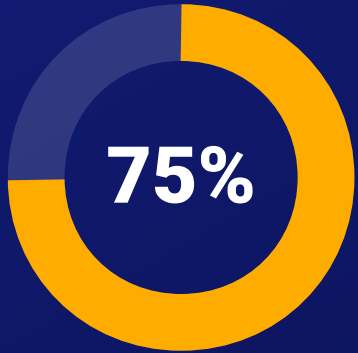


Coaches and selectors

Player profiles and performance history on hand.



Time back for staff. **Data for coaches.** A national stage.



HUMAN EFFORT REMOVED

**Three-quarters of the manual work
across operations**

As reported by the association's Hon. Secretary.



FOR STAFF

Time back from admin

Hours once spent on entries and records go back to running the sport.



FOR COACHES

Talent spotted with data

Player profiles and performance history guide training and selection.



FOR THE ASSOCIATION

National visibility

More entrants, more sponsors and more coverage.



*Zeetius is really helpful, and it **reduced three-fourths of the human effort** across the operations of the association.*

Michael Mathai

Hon. Secretary, Table Tennis Association of Kerala



WHAT THIS MEANS FOR YOUR ASSOCIATION

Cut the admin, and **the sport gets the time back**

01

Count the hours, not the features

The test of a platform is how much manual work it takes off your staff. TTAK's answer was three-quarters.

02

Put officials in the same system

When appointments and updates live where the schedule lives, days of phone calls before each event disappear.

03

Data turns selection into a decision

Player profiles and performance history give coaches evidence, not just opinion, when picking talent.

2 working days to a reply

Demo loaded with your own data

Plan in writing: what moves, what can't, what it costs

Still lining up officials by phone?

Bring us the season that went wrong.

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