

How the ICC Brought Fans Around the World Closer to Cricket with a Multimodal AI Experience Built by Nurix

Organisation
 ■ ICC

Industry
 ■ Sports & Entertainment

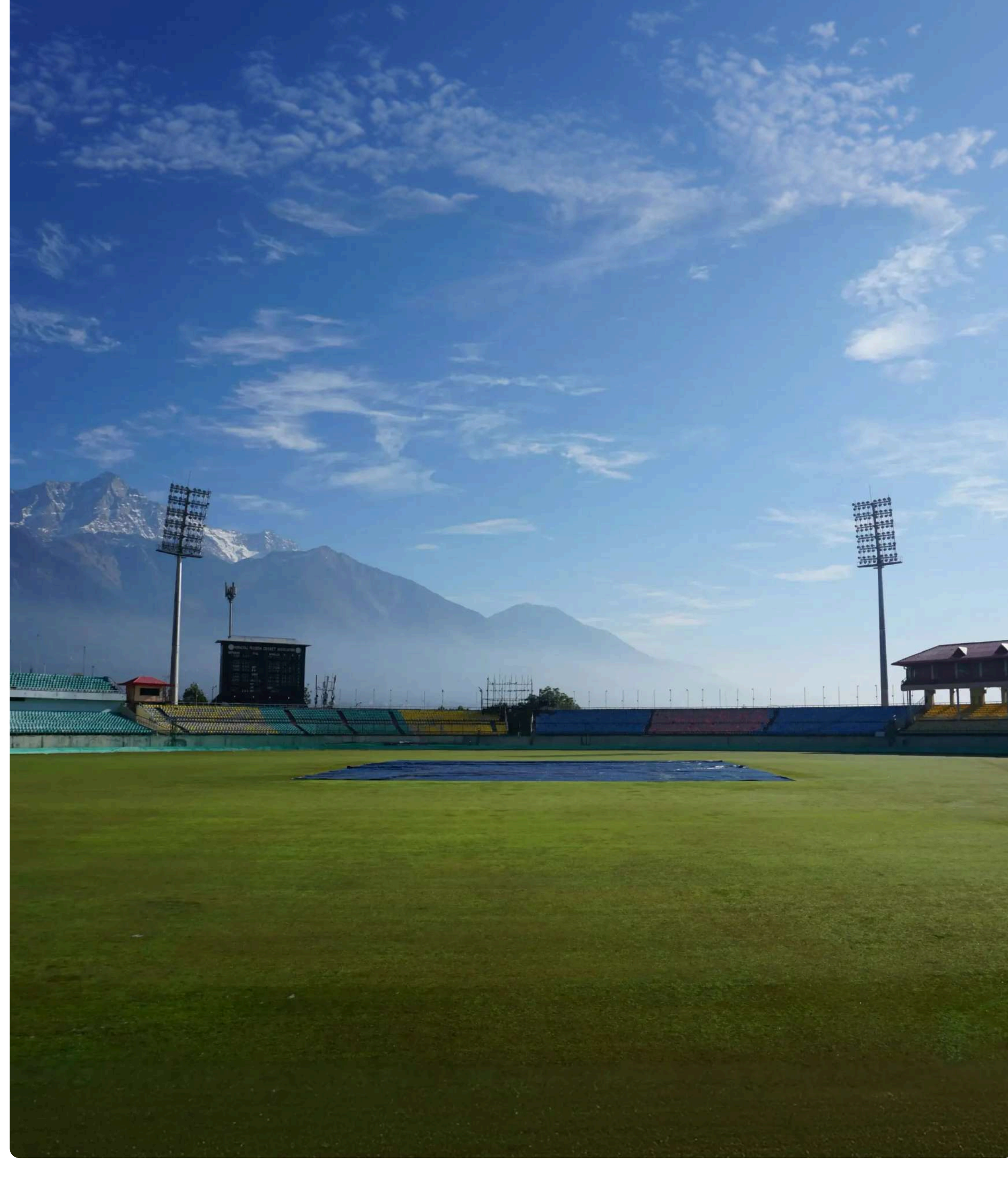
Channel
 ■ Voice + Chat

Product
 ■ Custom AI Avatar + Chat Agent

Use Cases
 ■ Fan Engagement ■ Interactive Commentary Experience
 ■ Real-Time Match Insights

Challenge
 Fans expected more than scores - no way to get instant context, depth, or answers during live matches.

Solution
 A multimodal AI companion - always-on chat agent and a post-match voice avatar - embedded across the ICC's tournament ecosystem.



About the Client

The International Cricket Council (ICC) is the global governing body of cricket and the organiser of the world's premier tournaments, including the ICC Men's T20 World Cup. With hundreds of millions of fans engaging digitally during live events, the ICC continuously explores new ways to make cricket more immersive and accessible worldwide.

The Major Friction

Digital fan engagement had hit a ceiling. As expectations evolved, four structural gaps surfaced that a static website could no longer address.

- 1 Fans had no way to ask questions or get answers during live matches.
- 2 Pre-match, live, and post-match were three disconnected experiences with no continuity.
- 3 Deep queries - player stats, rules, historical parallels - went unanswered in real time.
- 4 Global scale meant no consistent, high-quality experience across time zones and devices.

Nurix's Approach

Rather than building a standalone feature, Nurix designed a continuous AI layer across the full match lifecycle - before, during, and after each game.

<p>Map & Qualify Designed AI touch points for three distinct fan moments: pre-match, live, post-match.</p>	<p>Build the Chat Agent Always-on agent covering players, stats, standings, and rules live.</p>	<p>Integrate Live Data Connected real-time match data so answers reflect what's happening on the pitch.</p>	<p>Add the Voice Avatar Post-match voice avatar of an iconic commentator for more personal fan debriefs.</p>
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Solution

Nurix deployed a multimodal AI companion as the ICC's intelligent fan engagement layer - active before, during, and after every match.



01 24/7 Access

Tournament Companion

Always-On Chat Always-on chat agent embedded on the ICC website; fans ask anything - players, stats, rules, standings - and get instant answers.

02 On-Pitch Sync

Live Intelligence

Real-Time Context Answers during live matches are powered by real-time data, not cached content - tied to what's happening on the pitch.

03 Talk Back

Post-Match Avatar

Voice Conversation Fans speak directly to a voice AI avatar after each match for game-specific analysis and interactive commentary.

04 Worldwide Ready

Global Scale

Built for Volume Infrastructure supports high fan traffic across geographies and time zones without quality degradation.

05 Native Fit

Seamless Embed

Zero Friction Entry The full experience lives inside the ICC's existing digital property - no separate app, no redirect, no friction.

Major Capabilities Deployed

Always-On Chat Agent
 (Tournament Companion)

- Always-On Embed
Live on the ICC website throughout the entire tournament.
- Full Knowledge Coverage
Handles players, formats, rules, standings, and historical records.
- Live Match Sync
Real-time data integration keeps answers current during play.
- Built for Every Fan
Serves casual viewers and superfans within the same interface.

How ICC uses it: How ICC uses it: Fans ask anything from first-ball to final - the agent handles queries across all matches, teams, and formats from a single always-on interface.

Post-Match Voice AI Avatar
 Game-by-Game Analysis

- Post-Match Activation
Goes live after every match for voice-based fan conversations.
- Iconic Commentator Voice
Modeled on a legendary cricket voice, authentic personality, global reach.
- Two-Way Dialogue
Handles follow-ups & exploratory questions, not just match summaries.
- Active Fan Engagement
Turns passive post-match browsing into personalised, interactive conversation.

How ICC uses it: After each match, fans access a voice AI debrief - asking about key moments, player performances, and match turning points in a natural conversation.

Impact Numbers

<p>100K+</p> <p>Fan Conversations</p> <p>Conversations handled with fans worldwide in just 5 days post-launch.</p>	<p>24/7</p> <p>Always-On Coverage</p> <p>Real-time match insights delivered seamlessly throughout the tournament.</p>	<p>99%</p> <p>Accuracy Rate</p> <p>Reliable answers across players, stats, rules, and standings.</p>
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Experience Voice AI that Actually Sounds Human

Hear our voice agents handle real financial services conversations - fast, natural, and always available.

Start by Asking Anything

- "Who's been the top scorer in this tournament so far?"
- "What's the DLS method and how does it work?"
- "Can a bowler bowl two overs in a row in T20s?"

Try it like a real call - ask anything, anytime.

TALK TO OUR AGENTS

About Nurix

Nurix AI builds production-grade NuPlay AI agents for enterprises that handle high-stakes, high-volume customer conversations. Our platform - NuPlay - combines human-like conversational quality with the orchestration, analytics, and compliance tooling that large organisations need to deploy voice AI at scale. From financial services to healthcare and beyond, leading enterprises use Nurix to transform customer experience, accelerate sales funnels, and unlock the intelligence trapped in every call. Our mission is to make every business conversation smarter, faster, and more human - at a scale that humans alone could never reach.

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