

# Case Study

## Brighton and Hove Albion FC



Brighton and Hove Albion FC (BHAFC) is a professional football club based in East Sussex on the south coast of England. They play 22 Coca Cola League

One games a season and about half as many cup games, depending on success of course. Home games are played at the Withdean Stadium just outside the city centre, which holds 9000 supporters although the club have recently received approval for a 22,500 all seater stadium to be built at nearby Falmer.

The club has around 30 staff based in Brighton city centre. The ticket office doubles up as BHAFC's, club shop. Match days are the busiest times with the club needing to sell as many tickets as possible for the day's match when not already sold out.

### The Challenge

For many years the club operated with Argent Branch systems at their ticket office which were donated to the club by a loyal fan. Although servicing the club well for many years the telephone system at the ticket office was beginning to creak.

Fans complained that they were being cut off while queuing or that it took too long to speak to an operator, especially on match days. The club was concerned that non-match-day-ticket queries were being handled while supporters' wishing to buy tickets for the day's game were unable to get through.

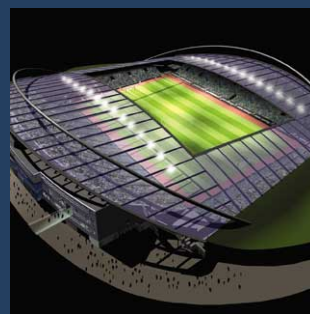
The club had no way of measuring how effectively it was dealing with calls. BHAFC knew

they were missing calls but didn't know how many and when. They needed a solution that show them real time statistics as well as report on call trends during match days and non-match days.

BHAFC are also not able to sell tickets at the stadium which means that telephone sales are popular on match days as tickets can be collected at the ground.

### The Solution

Overline installed an Avaya IP500 which delivers intelligent call routing and queuing system to enable calls to be handled more efficiently and



effectively. The new system allows callers to be routed to the correct person to deal with their query and prioritises match day ticket calls, increasing sales.

By implementing Avaya's Compact Contact Centre, Overline was able to display real-time call statistics such as calls in queue and lost calls, on each users screen. Periodically, supervisors are able to monitor call statistics and use these figures to plan staffing schedules and assess staff performance.

To assist customer service and enhance quality control systems, BHAFC now have the ability to record calls and play them back at any PC using search terms such as time/date or CLI of call.

The system was designed by an Overline consultant and installed by Overlines own engineers, overseen by an Overline project manager who was the one point of contact for the club throughout the implementation of the

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system. This enabled BHAFC to be in full control of installation logistics and allowed a greater margin of fluidity when it can to making programming decisions.

It was important to BHAFC that the new telephone system provided value to the club. Return on investment analysis predicted a 100% return on investment in 8 months, which has now been realised.

The next phase is to link the phone system to the clubs ticket system which will allow supporters to buy tickets 24 hours a day 7 days a week. This will also mean that supports will be able to easily buy tickets on the way to the match and collect them when they arrive.

“Overline provide the complete service from design right through to training. I can’t fault them.”

Paul McGowan – Ticket Office Manager

## Applications and services

- Overline Account Manager
- Overline ACS Engineers
- Avaya IP Office 500
- Avaya Voicemail Pro
- Avaya IVR
- Avaya ContactStore
- Avaya Compact Contact Centre

## Results

**Better communication with fans.** By using the automated attendant on the Avaya Voicemail Pro, BHAFC are able to provide a more efficient service to fans. Supports wishing to buy a ticket for the next match are routed through to an agent waiting to take their call or held in a queue if all agents are busy. While in the queue supporters can listen to music which is

interrupted by relevant marketing messages. Supporters not wishing to buy a ticket can listen to up to date information for forthcoming games, travel reports or away match ticket availability.

**Quality control.** By using Avaya’s ContactStore and Voicemail Pro, Overline were able to provide BHAFC with a call recording solution which would enable supervisors to listen to calls for quality control and to resolve disputes.

**Better accountability.** Call statistics are now available at the click of a mouse. This allows BHAFC to staff more efficiently and to manage more effectively.

“Football clubs face the same pressures and challenges as any business. Our fans are our customers and they deserve to be treated as such. Overline provided us with a solution that allows us to meet the needs of our fans, sponsors and staff.”

Ken Brown – Managing Director

