

## Middlesbrough Football Club

**Sector:** Sports and Leisure

**Key elements:** Callview, Call Billing, CLI, OAI, Voicemail



**As a Premier League Football Club, your customer communications need to be first class. Whether servicing ticket sales and matchday communications, or offering hospitality and training ground facilities, you need a communication solution that is reliable and flexible enough to handle the demands of a high profile football club. This case study outlines how one such club enhanced its customer communications to drive its business forward.**

*"(The Inter-Tel Solution) has allowed us to create the perfect platform to develop our system and will help us to do so in the future."*

**Alan Bage,**

Head of Finance and Administration,  
Middlesbrough FC

### CUSTOMER BACKGROUND

Middlesbrough Football Club is a Premier League footballing giant with vast off-field commercial interests. Formed in 1876, Middlesbrough FC has enjoyed a fruitful history of top class football, moving to their current home, the Riverside Stadium in 1995.

### THE BUSINESS CHALLENGE

The club's previous telecommunication systems did not meet the high level of service and integration that Middlesbrough FC required. The cost of operating and maintaining the existing system was too high and the telecommunications systems within the club needed to be streamlined and made more efficient. Long wait times for inbound calls to reception, difficulty in making live lines available for functions and the provision of call bills following events were just some of the concerns expressed by the club.

Other pain points included:

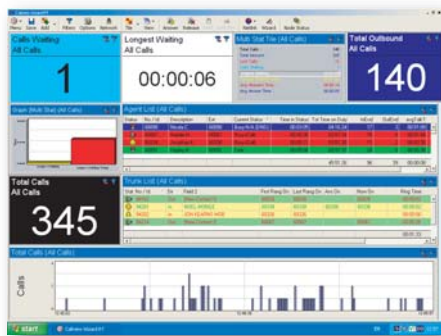
- No option in the ticket office to show relevant call information
- Users' need for increased level of functionality for extensions
- Lack of internal control over features and functions provided to user extensions
- Call pick-up and group ringing needed to enhance effective call handling
- High cost of service charge through monthly bills per individual extension
- Calls could not be transferred across different sites internally.

## THE SOLUTION

Shipton Communications recommended an Inter-Tel solution that would not only encompass all aspects of the requirements but also allow for further expansion of the system in the future. The solution provided individual users with a range of sophisticated, user-friendly tools, designed to allow each user to maximise the integration of the company's business processes.

Incorporating Callview, an advanced computer telephony software package, the solution enables a single administrator to control and update the network of systems. The Callview system also monitors all calls and agents 24 hours a day, seven days a week, 365 days a year. Callview's range of systems includes:

- Callview Wizard MIS, a business management tool.
- Callview Netlink, which extends business scheduling and reports beyond the desktop to web browsers and WAP-enabled telephones.
- Callview Navigator, which uses an auto attendant mechanism to route calls to the appropriate department, improve response times and overall contact centre management.



Callview Computer Telephony Integration Software

The flexibility of the system is further demonstrated through its open architecture system toolkit. This enables software suppliers to write 'middleware' so that voice and data can work together to create greater efficiency in telephone response times and represents a huge saving in both time and cost.

## RESULTS

Improved internal call distribution provides open communication between sites that now have increased functionality with handsets. Out of hours messaging, internal/external directories, call recording, programmable soft keys and remote voice mail access, have all been introduced, significantly enhancing staff efficiency in key areas of the club.

Alan Bage, Head of Finance and Administration, Middlesbrough FC, commented: *"Our previous system didn't meet the full range of communications required by the club. Since the Inter-Tel solution has been installed, we have full control of a previously fragmented communications network. This has allowed us to create the perfect platform to develop our system across the football club and will help us to continue developing the system in the future."*

In summary Middlesbrough Football Club now has:

- Optimised administrative control over the communications operations.
- Significantly improved call handling and handset functionality.
- Open lines of communication within the Club.
- IP Networking between various site locations.
- Better hospitality facilities for the clients.
- Enhanced call queuing facilities and inbound traffic information and revenue.