

NEC helps Essendon Football Club kick customer experience goals

Overview

Industry

- Sports

Challenges

- Extensive call wait times for members
- Limited flexibility and scalability
- Outdated telephony system

Solution

- NEC CX Plus Cloud Contact Centre

Results

- Contact centre solution delivered within five weeks
- Comprehensive reporting functionality
- Improved resourcing and training capabilities
- Streamlined workflows

Essendon Football Club Customer experience transformation

The Essendon Football Club, nicknamed the Bombers, is a professional Australian rules football club based in Melbourne that plays in the Australian Football League (AFL). Its contact centre team is responsible for managing all customer-facing membership interactions, supporting 85,000+ members year-round with sales, launches, payment schedules, matchday needs, and more.

Challenges

The Essendon Football Club's contact centre is supported by anywhere from four to 10 agents fielding between 100 and 600 inbound calls while also managing up to 200 outbound calls daily. To better support its 85,000+-strong membership base, the club needed to transition from its outdated telephony system to a scalable, cloud-based contact centre solution that was customisable and could deliver more comprehensive reporting capabilities.

The club also wanted to reduce extensive wait times during the membership season to improve member experiences. In addition, it needed a streamlined solution that offered the flexibility and scalability to balance its resourcing with demand throughout the membership cycle and club requirements. Essendon Football Club leveraged its existing partnership with NEC to deploy a new contact centre solution that would better meet its needs.

“Essendon Football Club has been working with NEC for many years, and we have a real partnership. NEC really worked to understand the club’s needs and goals and ensured we arrived at a solution that let us operate how we need to while also giving the club space to grow.”

Claire Higgs, General Manager - Consumer, Essendon Football Club

Solution

After assessing its existing solution and identifying its limitations, Essendon Football Club recognised a need to modernise its contact centre operations to deliver more meaningful experiences for its valued members. The club developed a wish list of features it wanted in a new contact centre solution that would deliver the level of complexity it needed to manage its team more efficiently.

Leveraging its existing relationship with NEC, Essendon Football Club identified NEC CX Plus as its ideal feature-rich contact centre solution. It worked with NEC and its implementation partner, NICE, to deploy the modern contact centre solution across its operations.

NEC completed the transformation of Essendon Football Club’s contact centre solution within five weeks. In addition, NEC delivered hypercare support for two additional weeks after the go-live date to further strengthen the NEC CX Plus solution.





Results

Essendon Football Club has achieved major improvements and increased efficiencies across its contact centre operations since deploying NEC CX Plus. The solution provides Essendon Football Club with advanced reporting functionality that it can use to uncover deeper insights into daily number of calls and sales completed as well as customer sentiment, behaviours, and trends.

Since deploying the NEC CX Plus solution, Essendon Football Club has realised a range of additional benefits, including:

- Streamlined automation of workflows
- Deeper insights into trends
- Improved forecasting and resourcing
- Reduced call wait times
- Enhanced member experiences
- Greater flexibility
- Self-service delivering quicker customer responses
- Addition of Interactive Voice Response for streamlined workflows in the event of emergency
- Capacity to integrate outbound campaign management



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v.23.04.14 | NEC Case Study - Essendon Football Club

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