



# SPORTS INDUSTRY

Unified voice and dialer for faster sales  
and happier fans



## Overview

This case study highlights how a leading Australian soccer club, referred to here as "Major Sporting Club", transformed its customer contact operations from a fragmented, manual system to an integrated, efficient omnichannel platform. This strategic overhaul resulted in significant improvements in operational efficiency, agent performance, and critical fan engagement capabilities.

## Challenges

The Major Sporting Club faced several critical pain points with its existing contact center setup, directly impacting revenue-generating activities:

- **Siloed systems:** They were using a basic phone system for inbound calls and service, while running a completely separate platform for outbound campaigns. The separate dialer was critical for running campaigns focused on club membership renewals, new membership sales, and debt collection for unpaid membership subscriptions. The lack of integration between service and sales created operational friction and inefficiency in these key areas.
- **Manual processes:** Key processes, particularly managing voicemails and campaigns, relied on manual effort in different systems, slowing down response times and increasing the risk of errors.
- **Poor visibility:** The club had very basic reporting on agent and team performance, making it difficult to gain holistic insights, identify training needs, or optimize resource allocation across both service and sales activities.
- **Urgent migration:** The need for a swift solution was amplified as their existing contract was up for renewal, necessitating a quick and decisive move to a new platform.

## AT A GLANCE

Transitioned from fragmented legacy systems to a single, unified voice and dialer in just one week.

### ✓ OPTIMIZED REVENUE CAMPAIGNS

Seamlessly switch between outbound dialer campaigns and inbound service, maximizing revenue activity and efficiency.

### ✓ DYNAMIC AGENT FLEXIBILITY

Use of Agent Profiles allows for real-time switching between sales and service roles, optimizing resource allocation during peak periods.

### ✓ DATA-DRIVEN PERFORMANCE

Replace manual reporting with detailed, holistic reporting across all voice activities, enabling rapid, data-informed decisions on team performance.

## Solutions

We implemented a comprehensive, unified platform focused initially on their core voice and dialing needs, designed to prove immediate ROI and establish a foundation for future growth:

- Unified agent interface for Sales and Service: We equipped agents with a single, intuitive interface to handle both preview dialer interactions (for renewals/collections) and inbound voice interactions (for membership, tickets, and game inquiries). This eliminated the need to switch between systems and streamlined workflow.
- All inbound and outbound voice in one product: The club was set up with voice, voicemail, and preview dialer queues. The immediate goal was to move all voice and dialer interactions to the unified system to provide a single view of performance.
- Dynamic workload management: A custom system of agent profiles was created to allow managers to seamlessly control when agents worked on inbound voice service or outbound campaigns. This profile-based management could be adjusted easily, even midway through the day, offering maximum flexibility to pivot from service to sales to maximize revenue during peak periods like membership drives.
- Rapid deployment: Demonstrating commitment and agility, the entire contact center was built, onboarded, and trained within a week, meeting the customer's tight deadline and ensuring a smooth, uninterrupted transition off their expiring platform.

## Results

The successful, rapid transition to the new platform delivered immediate and quantifiable positive outcomes and established a trusted foundation for expansion:

- Operational transformation: The club moved from a manual, siloed approach to seamlessly managing all their voice interactions and critical outbound revenue campaigns from a single, unified system.
- Improved performance in key areas: Noteworthy improvements were seen in agent handle time and overall efficiency for both inquiry resolution and outbound campaign success, directly impacting membership and collection results.
- Data-driven decisions: The solution provided detailed, holistic reporting capabilities for voice and dialer activities, giving leadership a clear, actionable picture of team performance.
- Business agility: An intuitive UI interface empowered the club's team to manage their own real-time service announcements, dramatically improving their ability to communicate key information to fans during critical periods.
- Proven success leading to expansion: The successful initial deployment and proven value of the unified platform led the club to commit to the full omnichannel vision, with plans to integrate their other service channels (chat, social media, and email) to further centralize operations and enhance the fan experience. This staged approach demonstrates a successful land-and-expand strategy built on trust and delivered value.