

THREE WAYS CLOUD COMMUNICATIONS BENEFIT SPORTS AND ENTERTAINMENT ORGANIZATIONS

IMPROVE OPERATIONAL EFFICIENCY, EMPLOYEE PRODUCTIVITY, AND FAN EXPERIENCES – ALL WITH ONE COMMUNICATIONS PLATFORM

Sports and entertainment organizations recognize the difference that passionate, loyal fan bases can make to their bottom lines, and are dedicated to providing devoted fans with unparalleled service. But as demand for access grows, ensuring a positive fan experience depends increasingly on responsive, flexible, and cost-effective solutions that can meet fans where they are while personalizing their experiences based on past attendance or purchase history.

A lot depends on having an integrated communications and collaboration solution that facilitates engagement with fans, providing them with better, faster service whenever and wherever they might want to connect. A reliable, fully integrated cloud communications platform goes a long way toward improving fan experience and engagement – allowing for greater efficiency, richer relationships, and increased merchandise and ticket sales.

Let’s take a look at three key use cases for sports and entertainment organizations.

IMPROVE OPERATIONAL EFFICIENCY

Optimize ticket sales and fill seats

Today's highly mobile fans feel deeply connected to their teams, and the ability to access information and sales from wherever they are in the world is important to their satisfaction. Fans expect to be able to communicate via phone, text messaging, emails, and chat. A contact center operating through a reliable cloud communications platform empowers fans to choose what works best for them, while improved workflow and call routing efficiently directs fan requests, reduces idle time for agents, and prioritizes season ticket holders to increase fan loyalty.

Elevate improves fan interactions for sports and entertainment organizations at every point in their journey. With customizable call flows, a seamless contact center, and exceptional QA features to help ensure increasingly efficient interactions, our integrated communications platform combines voice, chat, text messaging, video conferencing, and email into a single omnichannel experience. You get real-time fan insights and deep historical reporting to improve interactions. Plus, dynamic notifications extend reach while respecting fan preferences – all with security features that monitor, detect, and protect organizational communications from the network to device level.

Benefits



Immediate responsiveness

Enable agents to answer each and every inbound call immediately – even during periods of high call volume.



Accelerated workflow

Give fans self-service access to handle routine tasks using call routing and analytics – without a live agent – allowing for increased efficiency.



Omnichannel engagement

Engage with fans through their preferred communication channels via phone, integrated chat, email, text messaging, SMS, or video conferencing.



MAXIMIZE EMPLOYEE PRODUCTIVITY

Efficiently support an increasingly mobile business

As competition heats up in the sports and entertainment world, your employees need to keep up. The industry is moving away from legacy on-premises solutions, and your team needs to be able to interact quickly and seamlessly from wherever they're located to drive business forward in a fast-paced world. This also means maintaining the thread of conversations as employees shift between communication devices while moving between work locations whether it's the office, home, event venue, or on the road.

Elevate enables seamless conversations across communications devices such as office phones, mobile phones, tablets, and laptops to offer one manageable solution that flexibly accommodates employees' needs and locations while ensuring a consistent and business-centric experience.

Benefits



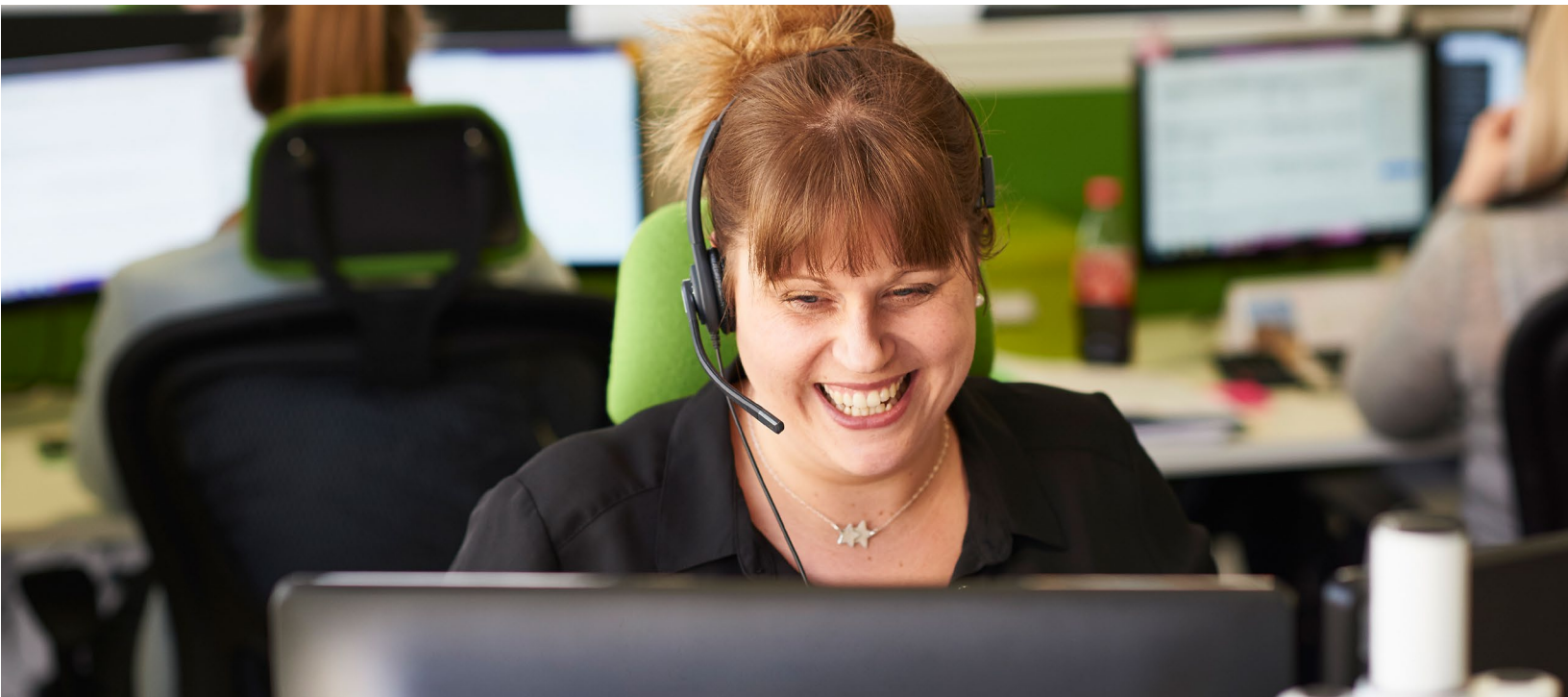
All-in-one integrated solution
Easily facilitate communication between all functional teams, whether employees are connecting from office phones, mobile phones, tablets, or laptops.



Mobile workforce foundation
Enable effortless collaboration between employees on the move – anywhere, anytime, and on any device.



Scale and flexibility
Adjust quickly and efficiently to meet business demands as team and customer needs change.



DELIVER A SUPERIOR FAN EXPERIENCE

Build and retain a strong fan community

Fans follow their favorites' every move, cheering them on through both good times and bad. Help them feel more connected with a consistently responsive and personalized experience that respects their valuable time. Mine intelligent intent data to predict fan behavior and needs, and keep them coming back for more by using dynamic notifications for automated fan reminders.

Elevate, an integrated cloud communications platform, comes complete with a contact center that's integrated with Elevate to drive higher productivity and better fan experiences. Meet each fan's needs and boost customer satisfaction by reducing hold times, increasing call effectiveness, and improving agents' ability to resolve issues quickly. Call analytics and reporting can help you identify agents in need of additional coaching and training to improve service, productivity, and sales.

Benefits



Warm reception

CRM integration enables agents to immediately greet fans with personalized recognition and context.



Staff training and coaching

AI-powered intelligent analytics help monitor patterns for successful approaches and continual improvement. Call monitoring, whisper, and barge allow supervisors to assist with or join ongoing calls.



Efficient service

Interactive voice response – including recorded answers for frequently asked questions – interacts with callers to route calls appropriately and quickly. Automated fan reminders are easy to implement with dynamic notifications.

Contact us today to find out how a fully integrated cloud communications platform can help your sports and entertainment organization deliver on its promise to its fans.

QUESTIONS? CONTACT US TODAY!

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