

UP

CASE STUDY

Leisure



CASE STUDY



The Customer

Sheffield United (SUFC) are a professional football club in South Yorkshire. Founded in 1889, the club has a long and successful history and was one of the first clubs to be members of the Football League. Today the club employs around 150 full and part-time staff with a team of 30 players.

The Challenge

- The club needed to reduce the high costs incurred from an existing shared communications solution that was housed in an attached business centre
- To better service their fans with a focus on peak times in a ticket office environment
- Mobile workers needed to be contactable across the multiple sites whether it be at Sheffield United's training camp, or the main site
- A solution that offered flexibility and was futureproof

The Solution

- iPECS UCP 600 system offers SIP technology, reducing call costs
- Real-time contact centre management for the ticket office to enable call routing and to queue calls efficiently
- Cordless handsets (DECT), keeping staff connected regardless of onsite location
- IP handsets in the office, training camp and key locations enabled staff to confidently use the handsets wherever on site

The Benefits

- The UCP 600 from Ericsson-LG delivers a futureproof solution with the number of users easily scaling up or down reacting to the needs of the business
- iCall analytics real-time dashboard shows all call activity, with missed calls quickly returned for better customer satisfaction
- Call history gives clear visibility of peak times, with calls efficiently managed through the ability to "flex" the number of channels available from ticket sales to admin staff
- Mobile personnel are connected through the sites Wi-Fi using Ericsson-LG's mobile application, delivering cost savings



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how we can help your business.**

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