CXone Drives Exceptional Member Experiences with Contact Center Transformation for Essendon Football Club

Essendon Football Club sought a scalable, cloud-based contact center solution that was customizable and could deliver more comprehensive reporting capabilities. Implementing CXone let Essendon Football Club increase its internal efficiencies and transform its contact center to deliver unparalleled customer experiences for its members.
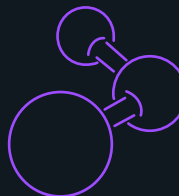
IMPROVED FLEXIBILITY AND AUTOMATION

ENHANCED REPORTING CAPABILITIES

MORE EFFICIENT WORKFLOW MANAGEMENT AND FORECASTING

CUSTOMER PROFILE

ABOUT
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).

INDUSTRY
Sports

WEBSITE
www.essendonfc.com.au

LOCATION
Melbourne, Australia

AGENTS
15 agents

GOALS
• Transition to modern, cloud-based contact center solution
• Improve operational efficiencies
• Enhance member experiences

PRODUCTS
• CXone Omnichannel Routing
• CXone Recording

FEATURES
• Contact center supervisors can better manage resourcing and training
• More comprehensive insights into interactions, trends, agent productivity, and sales
• More streamlined workflows and improved call time

NICE

Case Study

01 THE BEFORE
Moving the goalposts for member experiences

Home of the Bombers, the Essendon Football Club's contact center is supported daily by four to ten agents that field between 100 and 600 inbound calls and up to 200 outbound calls. Its contact center team manages all customer-facing membership interactions, supporting more than 85,000 members year-round with sales, launches, payment schedules, match day needs, and more.

Essendon Football Club needed a solution that offered flexibility and scalability to balance its resourcing with demand throughout the membership cycle and club needs. It also required a solution that would streamline its efficiencies and reduce extensive wait times during the membership season to improve member experiences.

02 DESIRE TO CHANGE
Putting functionality front-and-center

Essendon Football Club was relying on an outdated telephony system that let its contact center team answer inbound calls and dial out. Taking the opportunity to assess its existing solution and identify what features and functions could not deliver the level of complexity required to manage the team efficiently, the club identified a wish list of features it wanted in a new contact center solution. The club recognized a need to modernize its contact center operations to deliver more meaningful experiences for its valued members.

03 THE SOLUTION
Cloud-based telephony moves Essendon up the ladder

After speaking with other football clubs about their contact center solutions and leveraging its existing relationship with NEC as its implementation provider, Essendon Football Club identified NICE CXone as its ideal customer experience solution. CXone not only ticked all the boxes on the club's wish list for its new contact center solution but delivered additional features the club didn't know it needed until it had them.

The club's existing relationship with NEC helped make the transition easy with the journey to deployment completed in five weeks. As part of the smooth implementation process, NEC supported the club's contact center agents with thorough training at both the supervisor and agent levels with a full feature exploration.

04 THE RESULTS
Scalability and flexibility hit the mark

Since implementing CXone, Essendon Football Club has seen major improvements and increased efficiencies across its contact center operations. The advanced reporting functionality is easy to use and lets the club thoroughly report on just about anything it needs to.

Supervisors can report on the number of calls answered and sales completed in a day, feeding an overview of sales numbers up the chain as needed to demonstrate the efficiency and reliability of the team. At the same time, CXone lets the club quickly and easily see agent capacity and efficiency, allowing supervisors to see at a glance where support and training are needed and where to best place resources to get results.

With the support of its dispositions feature, CXone provides an in-depth look at trends to better understand the context of a call and member sentiment, enable better forecast resourcing for future busy periods, and respond with more flexibility to membership issues.

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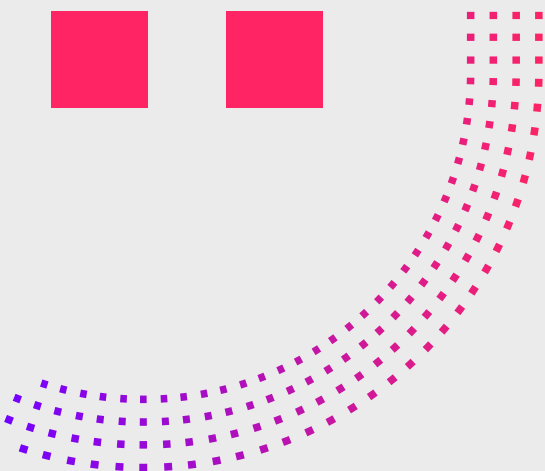
The Interactive Voice Response (IVR) feature of CXone has helped the club automate and streamline its workflows, empowering members to self-service to ensure they can quickly get to the right people with the right skills and responsibilities to manage their interaction. It also lets the club better communicate with its members about hold times and where they are in the queue, improving sentiment when members are connected with agents.

CXone also provides greater flexibility for Essendon Football Club to manage its contact center operating times. In the event of an emergency, it can activate voice messages with one click of a button to explain hold times. Putting the solution into practice on day one, the Essendon Football Club's contact center fire alarms tripped, which let the club test the emergency features of CXone within the first hour of deployment, minimizing disruption to its members.

05 THE FUTURE

Improved reporting delivers opportunities to kick future goals

Essendon Football Club's relationship with NICE and NEC continues to evolve with the club currently investigating the potential to implement additional features that it can use to grow and improve further efficiencies and customer experience.

The club is currently implementing a customer relationship management platform through the industry solution and is looking at opportunities to connect and integrate this with its CXone deployment. It is also looking into opportunities to better leverage some of CXone's functions to support outbound call campaigns that drive sales and membership engagement.

In addition, the CXone solution is being expanded to empower agents to work within a single interface, increasing agent efficiency and delivering a seamless customer experience. Essendon Football Club is also in the process of integrating outbound campaign management to simplify its member communications, including the enhancement of email interactions.

"CXone has given the Essendon Football Club the platform it needs to deliver on what it wants to deliver for its members. NICE and NEC are truly invested in ensuring the solution lets the club operate how it needs to. **CXone ticked all the boxes on the club's wish list for a new contact center solution, while also delivering additional features the club didn't know it needed until it had them.**"

CLAIRE HIGGS
GENERAL MANAGER – CONSUMER
ESSENDON FOOTBALL CLUB

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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