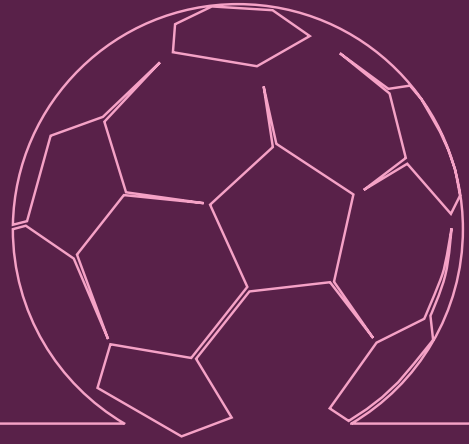


Case Study: Bolton Wanderers Football Club



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inbound

Bolton Wanderers Football Club wanted a call management solution, which would improve the level of customer services provided to their supporters, while at the same time, making it more accessible for them to purchase tickets, which in turn, means increased revenue for the club.

Gareth Moores, Commercial Director for Bolton Wanderers Football Club explains further **"Our Ticket & Membership office is our primary interface with customers.** Any football club will experience huge peaks and troughs in calls as opposed to a regular and reliable stream of customers. We were looking for a call handling system, which would keep our customers informed."

"Customers were given an 0871 number to call. If our agents were busy, they would be added to the 'Call Queue'. This is where the call queues for the next available agent. Whilst in the queue, information is provided on other methods of purchasing tickets, i.e. post, fax, or via third party partners. Some customers may not realise there are alternative means of purchasing tickets. If they choose to use the third party partner, they can be transferred automatically."

"Despite the alternative options, some clients were ringing off frustrated, as they wanted to speak with a Bolton Wanderers Agent. To combat this, the service was enhanced to offer a call back service. This involved Totem's voicemail to email technology, where the customer left a message to be phoned back. This was then emailed to the Ticket and Membership Office. When a representative became available, they called back the customer,

relieving any frustrations and making the caller feel valued."

"Totem's call management solution has removed the stress and strain on the Ticket and Membership office. This has resulted in improved levels of customer service and increased customer focus. We now have less frustrated customers, which means a significant reduction in the number of complaints. This is a good measure of the success of the system!"

"In addition to the customer benefits, we can now facilitate more calls, which means more ticket orders, as well as a revenue stream from the 0871 number. This increased revenue can be reinvested back into the club, which is of benefit to both supporters and employees at Bolton Wanderers FC."

"I have always found Totem to be extremely helpful and efficient. **Their Technical Consultant spent time understanding our needs, and then created a solution to fulfil these.** It has not stopped with the implementation of the current system. We will continue to work with Totem to develop the call management system further, always thinking about the end caller's experience."

"In terms of CAPEX, the investment in this solution was minimal, which means a rapid return on investment. We now have a new income stream from the 0871 number, as well as additional ticket sales. **We've always tried to think about the customer when implementing the system. After all, happy customers will want to spend more money with you!"**