



18671 – Aston Villa Transcript V1

TITLE – See how Aston Villa stay top of the league for customer service

Title Bar - Nicola Keye – Head of consumer sales, Aston Villa FC

00.00

Aston Villa is a club steeped in history and tradition, it has a huge heritage founded in 1874 – founder member of the football league with William McGregor and gives us the opportunity to enjoy the modern game today and obviously our countries national sport.

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The problems that we encountered when I first arrived here was our ability to route calls, answer calls and present calls to multiple agents. We had a lot of complaints, so it was very much around setting up and starting up a contact centre that could be proud of the service and the delivery to its customers.

00.43

It was evident that there was great capacity to change and effectively revolutionise how and what we did in order to engage with our customers and fans.

00.52

Title Bar – Richard Hollingsworth, Head of Information Technology, Aston Villa FC

The Vodafone system was already installed, so finding a new system wasn't really what we did but we found new uses for the system. We worked heavily with Vodafone and with Avaya to allow us to get the best from the system and from the technology we'd already invested in.

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The commitment from fans, particularly the season ticket holders who are the life blood of the football club need the opportunity to talk to a trusted member of staff.

When the calls come in to our Avaya platform they come in to our queuing system, our agents are available then to pick those calls up and deal with all of the customers' requests in a quick and efficient manner.

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I'd like to think they get trusted information, it is something that is seen out in the wider environment as something that is very much right at the football club – it gets the right awards and fan feedback through blog sites and official sites and letters of commendation. You can't do that without a decent system.

01.45

We've got quite a large network infrastructure here and that network is used for everything really from controlling the air conditioning and the building services right the way through to on a match day, the tickets into the turnstiles. We have three systems – we have a system here at villa park we have a system at the training ground and a system at our city store; they're all linked together so it's a very flexible system and allows us to even provide working from home if we wanted to run a remote location that's a very important part of our operation.

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There's been a huge amount of statistical benefits; we've driven the PCA – the percentage calls answered from 47% to 86% and in the close season up at 90%. It's enabled us to take our calls, and our calls answered from 200 a day to over 2000 a day.

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We've currently been trialling a inbound/outbound dialling platform called Rostrum which integrates with Avaya, that's been very successful at the moment and we're moving away from a trial phase into a full deployment of that technology.

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Our relationship with Vodafone is a bit kind of back to front because we came to them through the fixed telephony services, they look after our main switchboard, our telephony platform and then in the last 12 months we've also moved all of our mobile technology over to them.

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Vodafone are always able to assist us – either in person on site or over the telephone, they're very flexible on their timings so if we need to do work to our call centre outside of normal business hours, they're available weekends and the evenings to do that work.

We're very happy with the platform and I think moving forward we will continue to use that platform, it's very flexible, it's quite scalable and it's been extremely reliable.

03.18

They're technically gifted and sound, accessible and are easy to work with.

Our phone line and our hotline, and keeping that running and working is massively important to our business – every single day.

END – 03.37