



Arsenal Kicks off with Freedom

“Freedom is a long-term partner”

After its move to The Emirates Stadium Arsenal FC indentified a requirement to over-haul its legacy customer contact centre. Each of Arsenal FC’s products (match ticket sales, stadium tours, restaurant reservations, home shopping, soccer schools and many other options) had their own dedicated telephone number (fifteen in total) and specialist sales agent. As a result there were serious inefficiencies, a poor customer experience and lost cross-sell opportunities.

Challenge

Arsenal FC needed to centralise and consolidate their sales agents and product offerings to provide a cohesive, structured and efficient single touch point for customers who needed information or wanted to purchase any one of the multiple product lines. The solution needed to be scalable and provide measurable results.

Solution

Freedom was selected as the ICT provider for the deployment of an Alcatel-Lucent Premium contact centre solution. The project also included the deployment of some 750 IP telephony handsets.

The technology behind the service is the award winning Alcatel-Lucent Genesys platform. The OmniTouch Premium edition provides a graphically rich and tightly integrated solution, which incorporates the OmniPCX Enterprise voice platform to offer fully extended telephony and unified communications features.

“Listened, understood and delivered”

In addition, the Alcatel-Lucent Genesys Premium edition enables applications like Visual CC a ‘Supervision Desktop’ tool which benefits all CC users (CC Manager, Administrators, Supervisors & Team Leaders) by enabling dynamic and live changes using simple commands or Drag & Drop.

For Arsenal FC the key criteria for selecting a partner was that it must be able to demonstrate flexible solution design and an empathy with a complex product set. Freedom demonstrated a relentless enthusiasm to go the extra mile and Arsenal FC now has a contact centre, which is a significant improvement on the previous solution.

Result Arsenal FC has seen significant increases in service levels and sales growth directly attributable to the implementation. One by-product of the Freedom solution that Arsenal FC didn't anticipate was that their sales agents are now happier being able to talk through a varied selection of products versus their singular niche as before.

Going forward Arsenal FC plans to include the ability for the contact centre to run outbound proactive campaigns by integrating the existing CRM system and incorporating email to become a fully functional multi-media contact centre.

"When it came down to it Freedom, listened, understood and ultimately delivered a solution we are proud of. We have seen significant measurable efficiencies and we can now confidently move forward to the next stage implementation with Freedom as our long-term partner."

Angus Kinnear, head of marketing, Arsenal FC

Contact us Telephone 0800 027 9697
Email enquiries@freedomcomms.com

Freedom Communications (UK) Ltd
Registered in England and Wales
No. 2443243
Registered Office:
Olds Approach
Tolpits Lane
Watford
Herts
WD18 9RX

About Freedom Communications:
Freedom is a secure communications technology provider with extensive expertise in IP telephony, voice, contact centre, converged voice and data services and unified communications.

Delivering solutions and consultancy to a wide range of businesses throughout the UK, Freedom's market experience spans public sector, education, health, retail, property and leisure.

Over the last two decades, the Company has assisted over 2,500 organisations in achieving their communications objectives. With a partner network including BT, Cable & Wireless, Gamma Telecom, Khipu, and easynet, Freedom is also Alcatel-Lucent's largest reseller in the UK. A specialist in multi-site deployments, Freedom's consultative approach ensures that it works together with its clients in order to deliver a solution that provides true business advantage.