

CASE STUDY

INDUSTRY: SPORTS COMMUNITY



SOC CEREX



“Working with the Technology Group really is a pleasure, as everyone answers our queries straight away and always make us feel that we are a priority.”

- Karen Akers, PA to Chief Operational Officer, Soccerex

“The sales team are now able to track very precisely how much time they’re allocating to individual clients, and it allows our sales team and management to review calls to improve the performance of the individual team members.”

- Philip Gegan, General Manager, Soccerex

Company profile

- Soccerex bring together the football business community through learning and networking opportunities around the world.
- Are located in London, and use pop-up sites for events around the world.
- 35 handsets.

The problem

- Soccerex had no way to manage their calls. Sales are generated on a global basis so they needed a solution that helps them to monitor their calls and their success around the world.
- They wanted to reduce the cost of their lines and calls.
- They needed to bring their technology up to date to keep up with their business requirements, such as the need to work remotely from different locations.

Hosted telephony solution: highlights



Reduced line and call charges, with savings of up to 30%



Internet speed and reliability increased, with the introduction of a dedicated leased line



Upgraded system to a hosted solution that allowed them the flexibility to work in different locations - for the same price as their old legacy system



Call management and reporting functions improved staff training and staff allocation

Our solution

The details

Hosted communications

Modern, seamless and easy to use.

We implemented a new hosted solution using Polycom handsets. Chosen for their range of functionality options, such as multiple key functions and the ability to store more numbers as quick dials.

Soccerex needed to be able to stay connected when running events in different countries. With our hosted solution they can take their phone with them, plug it in and automatically connect to their UK based system. What's more the adoption of localised calling provides smoother communications in the area.

“It allows us to screen and catch key calls with a superior voicemail system to ensure we don't miss any incoming enquiries. We can also mask our numbers with a local number, which is a great feature that makes it a more comfortable process for clients abroad.”

- Philip Gegan, General Manager, Soccerex

Connectivity

Increased speed and reliability

Our technical team implemented a dedicated leased line to upgrade their systems to superfast 30 meg internet. They now have faster download and upload speeds, connections that don't slow at peak times, as well as greater reliability and better support.

“The increased speed and reliability of the connection have been really appreciated. It's helped marketing with their media uploads, agencies around the world at events and operations that need to access our file server from outside the country.”

- Philip Gegan, General Manager, Soccerex

Call handling, management and reporting

We provided Soccerex with a management portal to track call statistics, which helps them monitor staff performance, productivity levels and the success rate of their calls. They also have a call recording feature that acts as a training tool to help close more deals. The system is user friendly, and lets them twin their mobile phone with their handsets for an easier, more unified output when they're on the go.

