



INTERACTIVE INTELLIGENCE®
Deliberately Innovative

Case Study

Contact Center Automation

- Multimedia Recording & Quality Monitoring
- Customer Feedback Management
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management
- Workforce Management

Enterprise IP Telephony

Business Process Automation

Communications-as-a-Service

Summary

Customer: New Era Tickets



Headquarters: Exton, PA

Industry: Ticketing and marketing

Challenge: Connect with customers via email and Web chat, in addition to phone; take advantage of new technologies; allow for future expansion.

Solution: *CaaS Contact Center* is a communications-as-a-service offering that provides contact center services such as IVR, ACD, and call recording, with clients paying only for the capabilities and agents/business users they need.

Vendor Replaced: Avaya

Benefits:

- Time needed for common tasks reduced by as much as 15 seconds per call
- Thousands of dollars per month saved on toll-free costs
- Improved service management for clients, including skills-based routing

New Era Tickets Chooses Communications-as-a-Service

Breadth of applications, 24x7 support, and flexible hosted model result in improved customer service and cost savings

About New Era Tickets

New Era Tickets is a ticketing and marketing company for public assembly facilities, providing branded ticketing and contact center services for clients such as the Philadelphia 76ers, Pocono Raceway, Portland Rose Quarter, and the Wachovia Complex. New Era Tickets is owned by Comcast-Spectacor, the Philadelphia-based sports and entertainment company that owns the Philadelphia Flyers (NHL), the Philadelphia 76ers (NBA), the two arenas in which their teams play, the Wachovia Center and Wachovia Spectrum, four Flyers Skate Zone community ice skating and hockey rinks, and Comcast SportsNet Philadelphia. For more information about New Era Tickets, call 484-875-7300.

www.neweratickets.com

The Challenge

Like many service businesses, New Era Tickets realized it could serve customers more cost-effectively and efficiently by expanding touch-points beyond the phone. "Today, there are so many other ways to interact with customers online," said Thatcher Young, director of call centers at New Era Tickets. "Not only do customers want to contact us via email and web chat, but these methods tend to offer cost savings for the business."

However, New Era Tickets' existing contact center solution from Avaya did not offer this multichannel functionality. "We could respond to emails but we couldn't place them in a queue, and we didn't have chat capability at all," Young said. New Era Tickets operates three call centers: a center at its Exton, Pa. headquarters, a customer service center, and a client support team.

At the same time the company was looking to expand touch-points for its customers, New Era Tickets also wanted to upgrade its contact center solution to take advantage of new technologies. "The older Avaya platform wasn't SIP-based and didn't enable us to add features such as presence management," Young said. "Our sales and client support teams are often on the road and they need to be reached at the same phone number. In short, we needed a solution that would help us move into the 21st century."

The Solution

Initially New Era Tickets sought multiple vendors for the various capabilities it required, such as a chat system. "We were not impressed with what we found," Young said. "It was clear that a single-vendor solution that combined all of our required features would be far more efficient and cost-effective."

In addition to a single-vendor solution, New Era Tickets wanted it delivered as a hosted offering. "That's our own business model," Young said. "Since we provide outsourced services ourselves, we know the value they offer. As a company that provides ticketing for sports and entertainment venues, we experience frequent peaks and valleys in customer interaction volume. We were looking for a hosted contact center service that offered flexible pricing to correspond with these cycles."

New Era Tickets also needed ongoing support outside of normal business hours. "Most of our clients' events take place in the evening or on weekends," Young said. "Many vendors don't offer a lot of support at these times. It was important to find a hosted service we could rely on during these peak 'off-hour' periods."

"With *CaaS Contact Center*, we gain the cost-savings and 24x7 support of a hosted solution, while we maintain control over our contact center applications ... The result is superior value and unmatched customer service."

New Era Tickets also sought a contact center service that could easily support off-site agents at a satellite office for a client in Ontario, Canada. The company needed a seamless way to provide these agents with the same system in use at headquarters.

After considering proposals from about 20 contact center vendors, New Era Tickets narrowed the field to a half-dozen options, including solutions from Evolve IP, Aspect, and *CaaS Contact Center* from Interactive Intelligence.

CaaS Contact Center was a communications-as-a-service offering based on the Interactive Intelligence premise-based solution, with all applications developed and supported by the vendor. These included interactive voice response, multichannel queuing and routing, multichannel recording, real-time supervisory monitoring, and more.

New Era Tickets ultimately chose *CaaS Contact Center* based on its breadth of applications and flexible pricing. "*CaaS Contact Center* had a feature-set that fulfilled both our current and future needs, and we liked that we would only pay for users that were accessing the applications," Young said.

Today, New Era Tickets uses *CaaS Contact Center* for IVR, desktop soft phone, presence management, unified messaging, real-time supervisory monitoring, and a "whisper" feature that plays one-way audio to agents prior to picking up a call, thus giving them advance ticket information to better assist customers.

The Benefits

Since deploying *CaaS Contact Center*, New Era Tickets has reduced the time needed to perform common contact center tasks. According to Young, "*CaaS Contact Center* has helped us reduce call processing time by as much as 15 seconds because it's so fast and easy now to do things like assign agent skills, deliver calls, and disconnect and present next-in-queue calls.

"The time savings associated with *CaaS Contact Center* has directly resulted in cost savings as well, since we are spending less on toll-free services – we are savings thousands of dollars per month compared to our previous contact center vendor."

New Era Tickets' business users have also benefitted from the *CaaS Contact Center* feature that enables employees to access voice mail and fax messages from handheld devices. "I have heard more compliments from employees about not having to dial in from out of the office to check messages than I have about any other feature we've offered," Young said. "It's saving our employees significant time, while enabling them to respond faster to critical issues for increased productivity and improved customer service."

The self-management capabilities of *CaaS Contact Center* have also helped New Era Tickets supervisors more effectively manage service for clients. "We can shift agents to different queues dynamically, such as when an arena has announced ticket availability for an event and we know call volume will be heavy," Young said. "We can do the same with skill-based routing. Since this happens in real time, there's no decrease in service level to our clients."

According to Young, *CaaS Contact Center* has struck the perfect balance between control and cost. "We gain the cost-savings and 24x7 support of a hosted solution, while we maintain control over our contact center applications," he said. "This is critical so we can rapidly adapt to changing business requirements while only paying for what we need. The result is superior value and unmatched customer service."

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Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company's innovative standards-based, all-in-one communications software suite was designed to eliminate the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 3,000 customers worldwide, Interactive Intelligence is an experienced leader delivering maximum customer value through its comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware, consulting, support, education and implementation.

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