Better Fan Experience with Sports and Entertainment Communications

Sports organizations deliver a stellar customer experience for teams, fans and partners when they deploy streamlined communications technology.

Challenges You Might Be Facing

- **Fans are made, not born.**
  It takes work to build loyalty, so sales teams need communications tools that make it easy to nurture relationships and build affinity.

- **One-to-one interaction is a winning strategy.**
  A lot rides on performance. Players need fast access to coaches and experts 24/7, wherever they are.

- **Organizations are complex.**
  Every group has its own unique communications requirements. While players demand fast, secure connections to coaches, vendors need mobility and grounds crew value reliability.

- **Service must excel at every level.**
  Sports organizations run some of the largest contact centers around. They must deliver excellent customer service for a dizzying range of events.

5 Questions You Should Ask

1. **How easy is the system to deploy and manage?**
   Do you provide experts who can implement the system and train my users?

2. **What outbound contact center tools does the system offer?**
   Is automation possible?

3. **Does it offer mobility?**
   Can the system support users no matter where they're located—even globally?

4. **How flexible and reliable is the system?**
   Can it scale to support a multi-seasonal business?

5. **What is the total cost of ownership?**
   Can the system evolve along with my needs and still provide high value for the price?

How the Right Communications Can Drive Results

Improve collaboration

Communications must be powerful enough to support the needs of users both on the field and in the contact center—always without a steep learning curve.

Provide a stellar customer experience

Robust contact center technology enables sales teams and customer service staffs to engage fans at home, in the stands and in corporate boxes.

Handle multiple events in real time

A single solution that combines collaboration, automation and messaging tools empowers your team to work together easily and effectively.

Save time and IT resources

The system should be easy to deploy and manage, reducing the impact on IT teams and enabling administrators to make changes in minutes, rather than weeks.

"Based on the feature set, ease of deployment and ease of management capabilities that we have acquired, we would definitely recommend Mitel."

Randy George, Director of Technology Operations, Boston Red Sox

mitel.com

Mitel®
Powering connections