

# Enhanced Telephony Deployment for Stadia and Venues

## Measuring Ticketing Agency Performance

If your ticket sales are managed by an external agency, it can be hard to establish whether you are getting the performance and value for money you need. With our call management solutions you are able to track the number of enquiries received by the agency and so can compare these figures with the volume of sales. We can provide you with a range of telephone numbers and report on the number of calls received. By 'owning' the ticket booking telephone numbers you can manage your systems to ensure you are getting value from your ticketing agencies.

## Marketing Campaign Effectiveness

With limited budgets, it's particularly important to monitor the effectiveness of each marketing campaign you run and to know which type of campaign works best for your organisation. One of the key considerations is to understand which campaigns are generating leads. By allocating a different telephone number to each campaign but intelligently routing all calls to your control number, call volumes generated by each campaign can be measured and budget share prioritised ongoing on the campaign types that are delivering you the best return on investment.

## Competitions

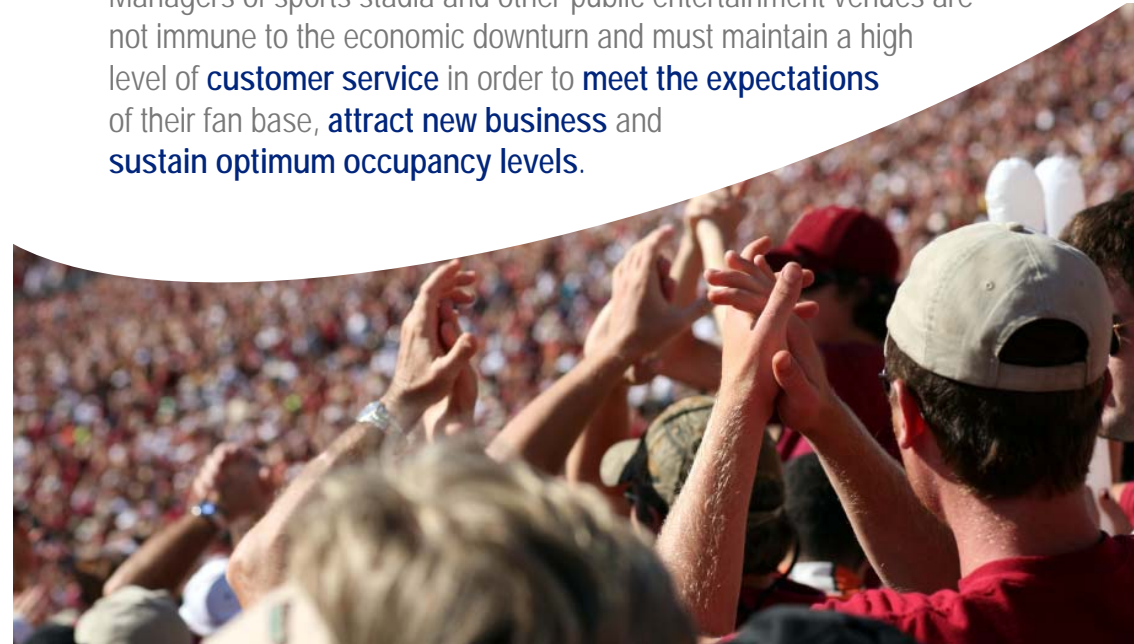
One of the revenue generation suggestions put forward by the Stadium & Events Management magazine ([www.sam.uk.com](http://www.sam.uk.com)) is to set up a weekly quiz via a premium rate telephone number, offering merchandise and seat packages as prizes.

We can provide a range of premium rate phone and text numbers to help you get these revenue generating ideas running quickly and smoothly.

# Intelligent Communications

## Increasing Stadia and Venue Performance and Profitability through Innovative Communications Solutions

Managers of sports stadia and other public entertainment venues are not immune to the economic downturn and must maintain a high level of **customer service** in order to **meet the expectations** of their fan base, **attract new business** and **sustain optimum occupancy levels**.



# Cost Effective and Innovative Solutions with Typical Payback Periods of Under a Year

*Many sports clubs with their own stadium have found it vital to develop a 7 day business in order to generate sufficient revenue to pay for their facilities and support their core activities. Ensuring revenue is maximised from events and hospitality sales means ensuring every call from a prospective customer is handled effectively and all communications systems are working efficiently.*

## Increase Revenue from Bookings and Hospitality Sales

Remember - a missed call is a missed opportunity. Secure more business by ensuring every call is answered quickly and professionally with an easy-to-use inbound call handling solution.

Callers seeking information about the next event, times, directions, parking, etc. often don't need to speak with someone and such calls can be quickly and professionally handled via an automated announcement system. This avoids difficulties in other callers getting through and having their call answered, freeing staff time to handle those calls requiring personal interaction.

Flexibility and ease-of-use ensure that our *intelligent Auto Attendant* solution can be readily updated to meet changing business needs. The optional text-to-speech facility maintains a consistent, professional voice for your customised announcements without requiring a voice artist and suitable recording environment. With changes made from any web-enabled PC through a secure log-on, managing the solution can be carried out in-house without requiring any specialist technical skills and avoids expensive consultancy fees.

*The need to provide security staff at many venues is not just a legal requirement but a necessary step towards managing the health and safety of everyone on site. In an uncertain world, there is a heightened need for security staff to be vigilant and prepared for all eventualities.*

## Venue Security and Public Safety

Effective communications are key to security operations at large venues attracting big crowds. A number of technologies are available but each has its weaknesses, making deployment expensive and challenging for the venue management, for example: expensive handsets, limited battery life, poor voice quality, patchy coverage, lack of multimedia support, limited bandwidth. We can overcome this with a single high performance solution based on standard mobile phones.

## Multi-Agency Collaboration

By creating a Private Mobile Network that provides full coverage around the site and enables standard mobile phones to be authorised for use on the network, we can provide a secure communications solution that can be used by both the police and on-site security staff. Handsets with 'push-to-talk' capability are supported and offer a superior alternative to PMR (Private Mobile Radio) solutions. Where required, the private network can be integrated to the PSTN (Public Switched Telephone Network).

## Live Video Feeds Report Action on the Ground

Video is a powerful tool for security staff. We can deliver live CCTV feeds and stills from surveillance cameras around the venue straight to the mobile phones of your security staff. Images of trouble makers, potential hotspot areas, vulnerable individuals and people in need of medical attention can be fed, by control room staff, to stewards and other security staff to help them identify and deal with each situation that arises.

