



## Sports Portal

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### **Entertaining Interactive Voice Solutions for Clubs and Associations**

Imagine you are a club member, driving to work; you want to find out when and where the team is playing on the weekend, what are the match stats for games against next weekend's opposition. You may want to buy a ticket to the game, perhaps leave a message for the coach (they clearly need your assistance!) or listen to a review of the last game from the club captain. You could even setup a solution whereby young members get prerecorded birthday calls from team members.

#### **It is all possible and affordable!**

*In addition, you get to decrease costs associated with staffing a call centre and you are able to improve customer service by answering every call quickly, 24\*7. Unexpected increases in call volumes are handled seamlessly, maintaining the quality customer service your members are looking for.*

Reduce costs by up to 90%

Most people continue to use the telephone to contact their club or association – even when a web site is in place. Everyone has a telephone. How much does it cost you to take each phone call? Inference can automate many calls, and make the call entertaining and engaging. A caller enquiring about a particular game might be given the game time along with a comment from the coach about the opposition!

Calls that may be automated include:

- Fixture enquiries
- Membership enquiries
- Name and address changes
- Special event information



*Some of the Speech Pre-packaged Modules Available*

#### Increase customer satisfaction

Don't make members wait on the line or force them through cumbersome touch tone menu's. Answer all calls quickly and allow callers to access required information quickly and easily.

It is even possible to pre-empt a callers intent or interest. Use your membership database to identify a callers as soon as the call comes through and offer them services based on their stated preferences.

Outbound calls may be used to better connect with your membership. Setup outbound calls to sing happy birthday to your young members – sung by the team!

#### Increase revenue

Up-sell based on customer preferences (a new membership add on or tickets to an event).

Setup out bound calls as a service reminding members of special events, or to get their footy tips in!

It has been demonstrated that out bound reminders can increase attendance at events by up to 50%.

*This is a fully hosted, out of the box solution. Calls maybe processed by the SmartSpeak Platform which is configured for optimal performance and is fully redundant.*