CHICAGO BEARS

The Chicago Bears organization is a member of the National Football Conference (NFC) North division in the National Football League (NFL). The organization was founded in 1919 and is one of the league's oldest franchises. The Bears' business operations include generating revenue through various streams such as ticket sales, sponsorships, and broadcast rights.

CHALLENGES

- The Chicago Bears Ticketing Team was experiencing challenges with the integration between their existing systems which created complication and confusion around agent bi-directional status sync

- The Chicago Bears Ticketing Team was experiencing inefficiencies around call transferring as they frequently experienced disconnected call transfers, leading to customer service issues. They also experienced the inability to transfer calls directly to a voicemail box, which limited their flexibility in managing incoming calls.

- Challenges existed around reporting, leading to delays in data availability and a lack of real-time reporting features. The team required real-time data to make timely decisions and assist their team effectively.

Reference

BRENDAN PIERCE
DIRECTOR OF PREMIUM SEAT SALES AND CUSTOMER SERVICE
Chicago Bears

OBJECTIVES

The Chicago Bear's ticketing team's goal was to find a new CCaaS (Contact Center as a Service) platform that could integrate seamlessly with Dynamics CRM and Microsoft Teams to improve the efficiency of call transfers, provide reliable connectivity, and enhance overall reporting capabilities. They were looking for a system with omnichannel features to improve the agents and customers experience.

SOLUTIONS

CXponent supported the Chicago Bears throughout their CCaaS (Contact Center as a Service) evaluation by facilitating discussions between their team and evaluated vendors. CXponent helped simplify complex information, compared vendor capabilities, and worked on ensuring the technology would meet the Bears' specific needs.

The new CCaaS platform, NICE CXone, offers a comprehensive suite of features that can significantly enhance the customer experience and operational efficiency for the Chicago Bears. The platform integrates seamlessly with Microsoft Teams, offering features like dynamic screen pops, click-to-dial, and automatic task creation, which can enhance the productivity of the Ticketing Team members..

BENEFITS

Increased Technology Certainty
The Chicago Bears had an idea of what vendors they wanted to consider as they started their engagement with CXponent. CXponent leveraged their expertise and offered insights into different vendor strengths to validate who would be evaluated.

Future Platform Roadmap Planning
CXponent assisted in planning for future capabilities in a phased approach as the Chicago Bears transitioned to their new CCaaS platform.

Operating Model & Change Management Readiness
To ensure a smooth implementation CXponent helped clarify the responsibilities of the Bears versus the implementation partner while supporting program and change management.

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