

# Installation of an efficient Contact Center solution.

T-Systems



## VfL Wolfsburg is now a service champion, too.

There were wild celebrations on May 23, 2009. With a dream result of 5:1 against Werder Bremen, VfL Wolfsburg secured its first championship title in the history of the soccer club that day. "It is an absolute dream come true," Felix Magath (the team's coach back then) told the cameras of the TV stations after the game. No wonder, since the club had only reached ninth place in the Bundesliga table at the end of the first half of the Bundesliga season. The tide turned only in the second half of the season, and Wolfsburg won the title. Exactly two months later the club reported a new record on its website: 21,500 season tickets sold.

"It was a very lucky coincidence that we started using our new communications solution shortly before," says Stephan Bandholz from the VfL Wolfsburg Marketing department. "We had wanted an efficient system for quite some time, and the decisive factor was the construction of a new building for fans last year." Since the existing PABX had already reached the limit of its capacity, the new solution was meant to leave scope for the future. "We

took this as an opportunity to reestablish ourselves with future-proof technology," states Stephan Bandholz. The club brought T-Systems' experts for innovative information and communications solutions (ICT) on board. Apart from good value for money, services and products tailored to the needs of the Wolfsburg-based club were the crucial factors.

### Advantages at a glance.

- Fast call acceptance
- Direct forwarding to the correct contact person
- Presence display at the Contact Center showing available employees
- Digital voice quality
- Simple administration without additional costs
- Unified communications applications such as voicebox and virtual fax

# The Contact Center solution optimizes support for VfL Wolfsburg fans!

Modernized communications infrastructure increases service quality.

**The customer.** An average of 800 people contact the ticket and service hotlines of VfL Wolfsburg each day. During business hours, for example, eleven employees at the Contact Center fulfill ticket orders, forward autograph requests to the correct contact person or procure advertising customers. The majority of call volumes, however, is taken up by calls from fans. The official fan club has more than 10,000 members, and there are also various private associations.

**The task.** "We wanted to continue using the existing hardware but also set up a modern infrastructure," explains Stephan Bandholz from VfL Wolfsburg. "Communication on the basis of Voice over IP promises an extensive scope of services yet easy administrability – which is what convinced us." In the old system, for example, setting up extensions required – chargeable – support from a service provider. In the long term, the club also wants to integrate the customer relationship management into the new communications solution.

**The solution.** With the T-Systems ICT solution, the club now has access to a communications platform which it can largely manage itself and which will also meet the requirements for future championship titles. The platform is based on the IP Office communications solution by Avaya, which unites telephony, messaging, customer relationship management and unified communications and can be scaled to cope with up to 384 users. The club uses the solution mainly for information and ticket hotlines but also for communicating with fans, for sales and for internal calls. Avaya IP Office supports employees with extensive functions for convenient working, e.g. integrated unified communications, conference calls and call forwarding. In addition, IP Office is simple to administrate and can be easily expanded.

**The customer benefit.** The benefits already became obvious during installation: "Cabling for IP telephones is significantly easier than for conventional devices. The LAN network for computers is available anyway and can be used to link the telephones with the central server," underlines Stephan Bandholz. There are also many new features which were not available with the old solution. For example, the new service range includes specific Contact Center functions allowing all calls to be accepted and distributed. To ensure that callers are always forwarded to the correct contact person, staff at the Contact Center use the integrated presence display of the IP Office solution. This makes it possible to see at a glance which colleagues are available

for requests so that unnecessary queries can be avoided. This function is particularly helpful for calls from international fans interested in tickets. "The system holds information on which employees speak Portuguese or Italian, for example. If there are communication problems, callers can be directly forwarded to someone who understands them," explains Mr. Bandholz.

**The benefits.** The new communications solution provided by T-Systems ensures that all callers get through quickly and are connected to the right contact person. "After 5 pm, callers can leave a message on the mailbox and we will deal with their request the next day," says Mr. Bandholz. In this context, VfL Wolfsburg wants to expand unified communications (UC) very soon. On the one hand, this makes work easier: Numbers can then be dialed from within Microsoft Office, since a single address book will be used for phone calls and e-mails, and call lists are displayed on the monitor. On the other hand, employees with UC have a helpful tool at their disposal: Voice and fax messages arrive in the same inbox as e-mails, thus increasing availability and improving communications. In this way, the soccer club also meets the requirements of the FIFA world soccer association. Since there will also be games in Wolfsburg during the women's soccer world cup in 2011, there are special requirements for ticketing. With the T-Systems solution, VfL Wolfsburg has laid the best foundations for this.



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