

Transforming the sports & entertainment contact center

In an increasingly saturated attention economy, sports and entertainment organizations must compete with a wider-than-ever range of leisure options for consumers' loyalty.

Find out how the contact center can help you win in this new environment.



Sports and entertainment, and the contact center

Sports and entertainment brands now have more channels over which to connect with fans than ever before. This gives them the chance to transform their relationship with supporters, broadening their ambitions to include lucrative media and retail fan-relationships.

But the same market forces also create challenges. In a multi-media attention economy, established sports and entertainment brands face unprecedented competition for consumers' time, loyalty, and dollars.

Challenges facing the sports and entertainment industries include:

- Attracting audiences in the face of competition: NFL viewing figures, for instance, are down 17% since 2015^[1] and in recent years, NASCAR's television viewership is down 45%.^[2]
- Providing an outstanding second-screen experience: 63% of sports viewers are now active on social media, on a second screen, while they watch an event.^[3]

- Promoting high engagement and loyalty: a recent study found that 45% of fans said their teams weren't interested in their opinions — a serious barrier to engagement.^[4]

To win in this new environment, entertainment brands must develop a deeper, more informed relationship with their customers. For this to work, companies must move from a customer service to a customer experience ethos. The contact center must be a core consideration of that effort.

1. <https://www.theatlantic.com/business/archive/2018/02/super-bowl-nfl-ratings-decline/551861>
 2. <https://www.wsj.com/articles/long-in-victory-lane-nascar-hits-the-skids-1487686349>
 3. <https://www.statista.com/statistics/316658/content-second-screen-sports-tv-usa/>
 4. <https://www.visioncritical.com/blog/7-reasons-sport-teams-should-listen-to-fans>

Achieving the right solution for sports and entertainment brands

AT&T has over 30 years' experience working with contact center executives across the sports and entertainment industries. We can help you find the right mix of technology, the right partners, and the right strategic operating model to deliver an integrated, omnichannel customer experience from the TV to the turnstile and beyond.

Our consultants, specialists in sports contact center optimization, will work with you to understand your customers' journeys. For each touchpoint, we'll identify the customer goal and understand how well those goals are being met and what you can do to improve them.

We'll find specific obstacles and pain points and help resolve them. Together, we will form and strive to implement a strategy that includes the right touchpoints across all the right channels, through a highly secure and reliable network.

This includes the virtually seamless integration of:

- Social media channels and communities for better fan engagement
- AI and big data resources for delivering highly personalized experiences
- Chatbots and process automation for improved subscriber, fan-base and audience services

- Mobile commerce to drive revenues across events, merchandise, and premium content
- IoT, M2M, and emerging network technologies to improve performance and returns on stadium/arena assets
- Proximity technologies for location-based services and access

By helping to ensure a virtually seamless, informed, and well-executed omnichannel experience across all devices, your brand will build stronger relationships with consumers and be equipped to help maximize both short-term product or subscriber conversion and lifetime audience value.

The move to a data-driven, omnichannel model not only improves customer response, but also provides exciting opportunities for your organization:

- Gives you the data you need to segment customers more precisely by buyer behavior, fan profile, and more.
- Enables you to develop custom, smart products — experiential and retail — for each segment and then target those customers consistently across all channels and devices.
- Helps you enhance the experience of contact center agents by focusing on strategic tasks and maximizing the impact of their skills.

Transforming the sports and entertainments contact center

Fan loyalty is a tremendous asset. In a recent survey, 71% of sports fans said they had an affinity to their team that went beyond how that team was performing.^[5] But as with any asset, capitalizing on fan loyalty often takes not just time and effort but also ingenuity and adaptiveness.

When this doesn't happen, and engagement is low, that's a problem. There is a clear and unsurprising link between engagement and revenue per fan. For example, the English football club Manchester United is a world leader in fan engagement.

It has 659 million fans worldwide. By converting just 1% of these to a Manchester United TV subscription, the club raises an extra \$80 million a year.^[6]

In the US, a study by Deloitte found that the WNBA had the highest fan satisfaction for any of the major sporting leagues — and its fans attended approximately 40% more games every year than fans of other sports.^[7]

Nor is the customer experience impact limited to sports.

A recent study found that concertgoers who rated their experience as “amazing” were 250% more likely to attend 12 or more gigs at the same venue.^[8]

The implications for venues looking for ways to maximize return on investment is clear: focusing on customer experience increases engagement, and that boosts revenue.

The benefits of a customer experience approach

Many sports and entertainment brands use older technologies, such as IP-PBX systems, which aren't well integrated with Customer Relationship Management (CRM) or unified communications structures. Often, customer service functions are outsourced to different vendors, with whom there is little communication.

These factors create a fragmented customer experience both at the venue and with the brand touchpoints across digital and analog media. The antidote to this is the customer experience approach.

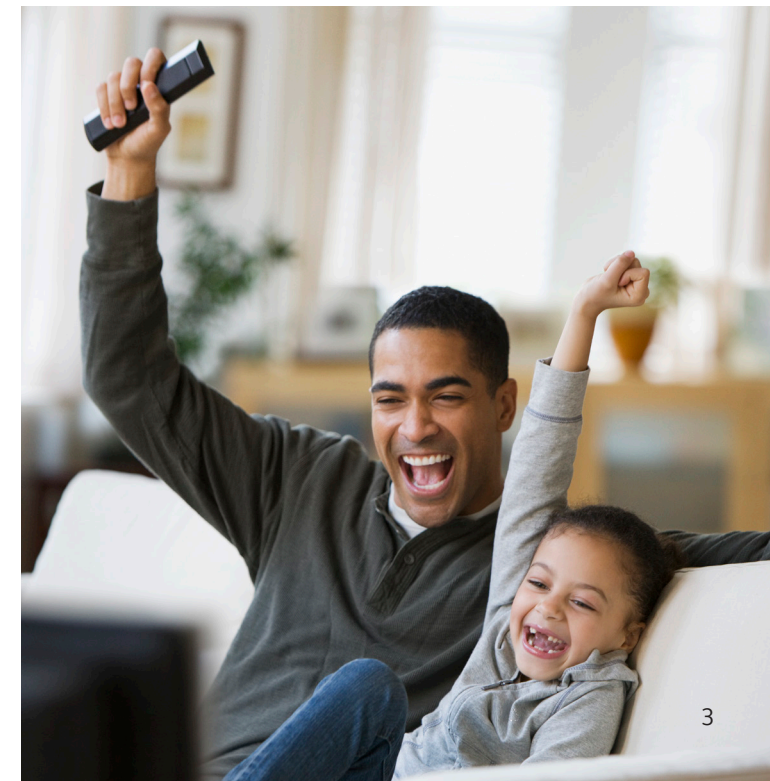
With a unified contact center platform, data follows the consumer near seamlessly and automatically. So, no matter with whom the customer speaks over what channel — phone, chat, email, SMS, or something else — that person has the information he or she needs to provide the best service and find the right solution.

That holds true not just across different media channels but also across different brand properties — whether that's the brand retail experience, the media properties, ticket booking, or on-site service at the venue itself.

Benefits which you can achieve with a unified and transformational contact center platform include:

- providing a consistently high standard of customer experience across all channels for bookings, queries, subscriptions, retail sales, and more.

- enabling brands and venues to capture data across all channels and integrate it to improve customer experience, creating up-sell and cross-sell opportunities.
- quickly adapting the customer experience at venues for new types of events — for instance, a live music event running at a sports stadium.
- building a complete picture of fan preferences and interactions to help maximize conversion events — by game, season, or event — while also maximizing customer lifetime value.
- transforming sports and entertainment brands into retail and media brands, with high levels of engagement and sales across categories and retail channels.



5. <https://www.visioncritical.com/blog/7-reasons-sport-teams-should-listen-to-fans>

6. <https://fanisko.com/an-inside-look-at-manchester-uniteds-staggering-revenue-through-fan-engagement>

7. <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/stadium-experience-fan-satisfaction-survey.html>

8. <https://www.eventbrite.co.uk/blog/new-research-shows-what-millennials-love-loathe-about-going-to-gigs-ds00>

AT&T - Building a better omnichannel experience for fans

Fan journey



Subscribe to premium content



Deep engagement with content and associated channels



Live and virtual experience consumption and relationship



Receive personalized in-content promos



Offered highly seasonal merchandising



Marketed profile-based offers from affiliates

Contact center support path

Rich, cross-channel interaction history with customer



Website



App



TV



Phone



Chat



Social



Retail



Venue



Helpdesk



Email

Technologies driving class-leading experience



Collaboration



AI



API



IoT






Chatbots



Big data







Enterprise apps

Fan experience =   

AT&T contact center capabilities

When you work with AT&T, our expert consultants work with you to carry out a business audit, capturing all the relevant processes, touchpoints, and stakeholder imperatives.

Typical sports and entertainment challenges addressed by AT&T

-  Increase sales by removing friction points in the customer journey
-  Optimize cross and up-sell opportunities to maximize revenue
-  Achieve consistency of customer experience in on and offline channels
-  Transform back-end processes for omni-channel delivery
-  Balance the right resources with the right priorities
-  Explore where contact center drives revenue and margin performance
-  Discover unknown performance insights for process, people, and technology
-  Improve customer engagement and interaction across channels
-  Develop strategies to improve net promoter scores

Once we've understood your organizational requirements, we'll collaborate with you to design a technical solution — and the processes that underpin it — which meets those requirements.

Working from the agreed design, our specialists will use advanced environment simulations to help ensure that the new platform meets your needs and to stress test it for robustness in the face of expected usage volumes. When the new system has passed the stress test and achieved the agreed service levels, AT&T consultants will help you implement a phased and managed rollout.

Experts in compliance and security

In its three decades of contact center work, AT&T has supported some of the biggest names in sports and entertainment. Our clients include household names, and our consultants fully understand that entertainment brands rely on the highest standard of unified customer experience.

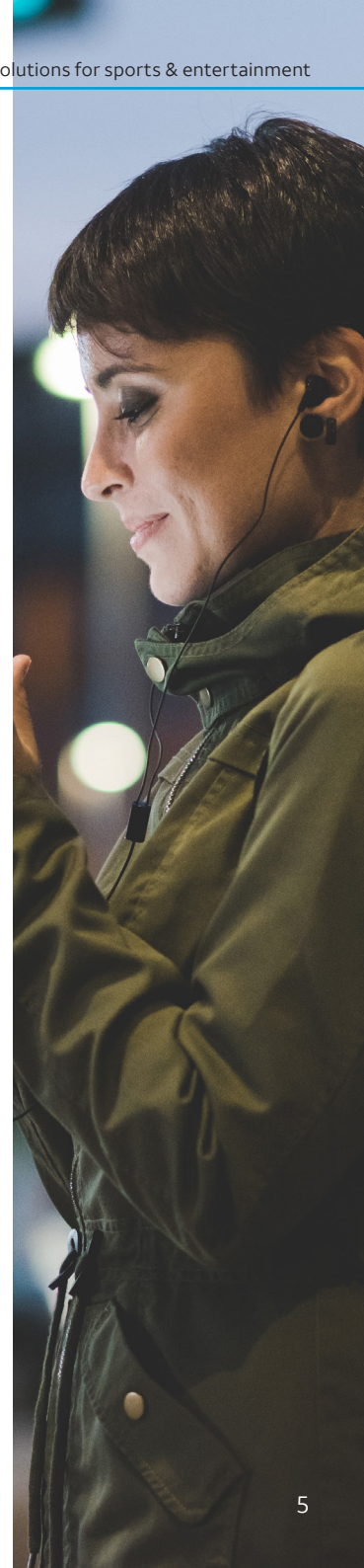
Where you've already invested in in-house solutions, AT&T can help you replicate the benefits of the latest cloud providers while still maximizing the return on your existing assets and contracts. Where you can use cloud, we'll help you integrate or migrate near seamlessly.

Why choose AT&T

We work with 7 of the top 50 companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions, we can help you optimize your contact center with the right capabilities and technologies for your needs.

With our extensive contact center solutions portfolio, complementary and core connectivity services including, IP Toll-Free and SIP trunking, AT&T is able to deliver measurable improvements to front-end connectivity and back-end efficiency. Underpinned by the AT&T global network, your organization will have a robust foundation on which to deliver a superior customer experience.

AT&T takes a whole-enterprise approach to change. We can help maximize investments by connecting existing systems with the entire enterprise, automate manual processes to reduce inbound call volumes, and enable flexible, remote working of contact center agents - all help to deliver an improved, empowered, and efficient customer experience and place your business more favorably than competitors.



Working with industry leaders

With 30 years as a contact center specialist, AT&T has developed a comprehensive portfolio that provides organizations the ability to deliver enhanced omnichannel customer experiences, digitized and automated processes, and improved productivity - regardless of your current starting point.

AT&T Cloud Contact Center is a rapid deployment cloud-based platform. It integrates all communication channels with interaction history and interfaces with all leading CRM platforms for organizations that are ready to benefit from moving to the cloud.

For on-premises, hybrid, or existing cloud contact centers, the AT&T Contact Center Essentials portfolio offers a suite of cloud services that can incrementally improve your ability to meet customer expectations - without the need for a rip and replace strategy.



AT&T Business

Contact AT&T or visit
www.att.com/contact-center
to find out how we can help
you build the contact center
of tomorrow, today.