



Case Study: Boston Red Sox

The Boston Red Sox needed a modern telephony system that would align with the future vision for the 115-year-old organization. Mitel's multi-site unified communications solution hit it out of the park.



AT A GLANCE:

SITUATION:

- Aging telephony system was becoming unreliable and costly to maintain
- The organization required better alignment with their future vision for innovation
- Need for an environment that was easy-to-use and could be effectively managed and administered by a limited staff

SOLUTION:

- Mitel IP-PBX solution with integrated unified communications, Enterprise Contact Center, conferencing and Mitel mobile applications, supporting a total of 700 phones.

RESULTS:

- Better data via reporting of daily call activity
- Enhanced customer service
- Ability to manage the system remotely
- Resilient and secure for multi-site deployments
- Ease-of-use for offsite employees



Company

The Boston Red Sox are an American professional baseball team based in Boston, Massachusetts. The team competes in Major League Baseball, playing their home games at the iconic Fenway Park.

Situation

The Red Sox had an aging communications system. Managing the system required a service agreement with an outside vendor. The costs of maintenance were mounting and the reliability of the solution was problematic. The club decided it was time to explore other modern telephony options.

The Red Sox wanted their communications to keep pace with technology and provide great customer service to fans. When evaluating vendors, a solution that enabled effective communication with season ticket holders, front-office personnel, sales teams and baseball scouting personnel out in the field was pivotal to the Red Sox.

Distributed architecture was also key. The club was replacing its telephony system at Fenway Park, Jet Blue Park in Florida, corporate offices and the data center. At the core of Mitel's design is a distributed architecture that provides a very resilient and secure network across a multi-site environment.

The solution also needed to be easy to manage, intuitive for end-users and require little intervention from IT to reduce maintenance and operation costs. After researching vendors and talking to other teams in the league with Mitel systems, the Red Sox decided that Mitel was the ideal choice.

"The goals for our new communications system are to improve employee productivity and efficiency, simplify maintenance and reduce costs," said Brian Shield, vice president of information technology for the Red Sox. "We're confident Mitel will meet all of these requirements and more. I estimate we'll save at least \$25,000 per year on managed services costs alone."

Solution

The Mitel VoIP UC system was deployed without a hitch.

"The implementation process was very easy," said Randy George, director of technology operations for the Red Sox. "In one day we were cut over to a new phone system. At that point, it was really just a matter of training everyone on all of the new features. Once we conducted that training, it's been smooth sailing and we haven't looked back."

One of the more tangible benefits of the solution has been the ability to provide Red Sox sales managers with better data on call activity; average call time; how many inbound and outbound calls are being made at any

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**Randy George, Director of
Technology Operations
Boston Red Sox**

given time of the day, week or month; and the ability for ticketing personnel to manage the phone system.

"We're excited to have call analytics and management tools that will help us limit hold times, more efficiently direct calls to sales, and integrate with our Microsoft Dynamics® CRM system," said Shield.

"We are driven to understand our customers and the fan experience, and with Mitel we expect to make that experience even more positive."

Mike Cometa, account executive in the Red Sox ticketing department, is a fan of Mitel's flexible routing features.

"One of my responsibilities is getting out of the office and visiting with patrons during games," said Cometa. "With Mitel routing options, calls to our main desk can be rerouted to our mobile phone so we can attend to customers in a timely fashion."

The system is key for other personnel who work outside of Fenway as well.

"With a large remote work force, it was really pivotal for our staff to operate as if they were here at Fenway when they're on the road," said Shield. "Those capabilities really were paramount for our decision to go with Mitel, and it really has made a huge difference in the success of the organization."

Results

In Phase 2, the club would like to focus on its baseball operations organization.

"With so many people who work internationally, Mitel Mobility is going to be a great tool to drive down telecommunication costs," said George. "Cost savings are important for the Red Sox and another reason why Mitel is a great fit for us."

The Red Sox are exploring innovative ways to extend Mitel functionality in the future, like leveraging the Mitel API and the Mitel 655 touch-enabled phones to augment the in-game and suite experience by pushing statistical elements or visualization to the Mitel phone in real time.

"Upgrading an entire phone system in the course of two weeks was very impressive," said George. "Based on the feature set, ease of deployment and ease of management capabilities that we have acquired, we would definitely recommend Mitel."

Cometa couldn't agree more.

"I would recommend Mitel without hesitation," said Cometa. "It not only enables us to better serve our season ticket holders, but it also provides a range of benefits that we haven't had before, such as quick customer response since messages go directly to our phones. It's also a great day-to-day basis tool for communicating with other internal employees."

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**Brian Shield, Vice President of
Information Technology
Boston Red Sox**



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