

Case Study

Plantronics Headsets Help the San Jose Earthquakes Make the Right Call (or Score with Fans)

BACKGROUND

The San Jose Earthquakes professional soccer team was established in 1994 to become one of the first teams in U.S. Major League Soccer (MLS). Originally the team was called the Clash before officially becoming the Earthquakes prior to the 2000 season.

While the Club's name is fitting for a sports team that makes its home in the earthquake-prone San Francisco Bay Area, the Earthquakes also have strong ties to Silicon Valley. A new stadium that opened in March 2015 under the sponsorship of global business communications provider, Avaya, takes advantage of today's latest cloud-based solutions to assure the Earthquakes of smooth operations and takes fan engagement to a new level. Earthquakes fans can get tickets for upcoming games on their smartphones, order food from their seats, and even send out a tweet with a hashtag that appears on the game board.

BUSINESS CHALLENGE

Off the field, the San Jose Earthquakes Ticket Sales and Fan Relation departments must be as efficient with their time as the players are on the field. Also, like the players, being hands-free was a goal to improve handling phone calls that often require looking up information online, checking files or taking notes.

"Cradling the phone between your chin and shoulder to write, type or look for something in a desk drawer when I was on the phone was not only uncomfortable, it impacted my efficiency," says Aaron Shapiro, a Fan Relations specialist, who can get as many as 50 calls in a day. He needed a way to be hands-free when taking calls over the Earthquakes Avaya Unified Communications (UC) system, whether he used the UC desk phone, PC or mobile phone.

A lack of mobility on a call also impacted efficiency. Some calls require conferring with a colleague in another part of the office, which meant putting a caller on hold or offering to call back.

San Jose Earthquakes:
www.sjearthquakes.com

Location: San Jose, California USA

Industry: Professional soccer team

Number of employees:
Administrative staff: 25

The Situation:

Fan Relations and Ticket Sales teams need to be more mobile and efficient in order to provide the best customer experience for loyal fans.

The Solution:

Plantronics Savi® 740 Convertible
Wireless US Headset

Highlight

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BACKGROUND NOISE CAUSES INTERFERENCE

Background noise was another problem for the Fan Relations and Ticket Sales teams since the entire Earthquakes administrative staff sits in one large room with very low-walled cubes. "Noise from other conversations sometimes could be heard in the background when I was on the phone," Shapiro points out.

Background noise also made it challenging to stay focused, according to Anthony Perry, Ticket Sales senior account manager. "When there's noise around you — and you also can look directly into the eyes of one of your team mates—it's difficult to concentrate."

WIRELESS HEADSETS HELP REACH GOALS

Equipping the Fans Relations and Ticket Sales and Departments with Plantronics Savi 740 wireless headsets was the solution to improve efficiency, enabling team members to be hands-free while on a call and to move around the office and still stay connected to a caller. The Savi 740 is an intelligent wireless headset solution that manages desk phone, PC and mobile phone calls and provides up to 350 feet of wireless range.

"Using the headsets has completely changed my day," says Shapiro. "I can easily type or take down information while I'm on a call, and if I have to get up from my desk, I don't need to put someone on hold. The noise canceling headsets also improve the sound quality of calls by eliminating background noise."

Perry says that using Savi helps him stay focused amidst the noise of the open office environment. "When it gets too noisy in the office, I can listen to my music to create my own space, which helps my productivity."

Perry also appreciates that the headsets have helped him be more responsive to customers who want to use chat on the Earthquake's website. "I set up a feature so that I get a sound notification when someone wants to chat. With the Plantronics headset, I can even be away from my desk and hear someone has come online."

The Plantronics headsets have proved to be a game changer for the Earthquakes off the field. The headsets have enabled San Jose Earthquakes Ticket Sales and Fan Relations teams to be more responsive to fans on the phone and more efficient and productive throughout the day. The wireless headsets also help team members create their own quiet space in a noisy work environment. That's what you call scoring goals!

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Aaron Shapiro,
Fan Relations Specialist



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