

## NEXTIRAONE MAKES A GOOD MATCH WITH COMPLETE VOICE SOLUTION AT CHELSEA FOOTBALL CLUB



### WORKING WITH NEXTIRAONE

*Elaine Clark,  
Group IT Manager,  
Chelsea Football Club*

*“Chelsea is a fast moving organisation with many different lines of business. We needed a telephony system that could keep pace and grow with us. The NextiraOne solution offered this at a great price. However, it was the people that clinched the deal. We trust them to understand our requirements and respond quickly and efficiently.”*

When Chelsea Football Club (FC) expanded its facilities with the construction of the West Stand in 1998, they also needed to expand their telephony solution. Having worked with NextiraOne since 1994, they naturally looked to the company to supply a new telephone system capable of handling its diverse leisure business portfolio.

### THE CLIENT

Chelsea FC, founded in 1905, is one of the UK's leading and longest standing Premiership football clubs. In 1997 the club expanded its interests to become more than a football club, and Chelsea Village was born. The 12.5 acre plot in Fulham, London, consists of a 43,000 seater stadium, two hotels, five restaurants, conference and banqueting facilities, business centre, health club Chelsea TV and Big Blue radio station.

### THE CHALLENGE

When Chelsea FC decided to rebuild the West Stand it was imperative the telephone system be highly reliable and scalable. Apart from matchday seating, the West Stand incorporates conference and banqueting facilities and external office suites. Therefore, there was a need for a complete telephone system with capacity to be heavily used on an everyday basis rather than simply around high-activity periods such as match days.

It was also important that the system interact with the existing contact centres in use in the box office and the other facilities.

Future flexibility and capacity of the system was also a significant factor. As a leading leisure organisation, Chelsea Village must provide its customers with state-of-the-art facilities and communications capabilities.

## CUSTOMER REFERENCE



#### WORKING WITH CFC

**Phil Moran,**  
**Account Director, NextiraOne**

*“Our nine year relationship with Chelsea is testament to our ability to listen to our customers needs and mould our offering to fit these requirements. It works because we see it as a partnership and work closely with the Chelsea team year round.”*

#### THE SOLUTION

**Chelsea Village’s longstanding relationship with NextiraOne made it a natural choice to implement the new voice system. However, the club did not want to make such a major decision lightly, visiting other club sites to compare the systems they had in place.**

The system at AJAX, a leading European football club in Holland, was of particular interest. Working closely with NextiraOne to discuss their needs long term, Chelsea FC felt that the Alcatel Omni-PCX system recommended by NextiraOne would more than adequately meet their requirements. In addition to this, NextiraOne’s solution was more competitively priced and meant a simple upgrade from the existing system.

NextiraOne also recommended the OmniTouch Contact Centre (CC). This was a perfect solution for Chelsea Village as it enabled them to split one contact centre into two operations covering both the Chelsea Village switchboard and the club box office. The call routing software ensures calls are sent to the correct Chelsea Village organisation, saving valuable agent time and removing irritating holding time for customers.

Prior to the West Stand expansion the voice network had 380 users, which has now been expanded to 500. The Omni-PCX’s networking capabilities and excellent branch office solutions are ideal for Chelsea Village as there are future plans to add the new training ground to the system.

Reliability is critical to Chelsea FC, especially on match days. If the telephone network were to fail, mid-match there would be serious safety and security issues. The NextiraOne solution has a reliability rate of 99.999 per cent, ensuring the club has nothing to worry about on match-days – bar the final score! Chelsea Village is able to make any changes to its system quickly and have 24 hour support on hand from NextiraOne’s team of experienced engineers.

Chelsea also have a DECT cordless solution for the West Stand which enables them to offer extra telephony services to their corporate hospitality clients

With an eye to the future, Chelsea will shortly upgrade to the OmniVista management platform that will enable greater ease of management, improved system alarm notification and potential integration with the company directory. This will produce operational savings for Chelsea’s IT team

NextiraOne is a leading global provider of integrated enterprise network solutions and services that enable effective, reliable business communications. We cover everything from planning and design to the implementation, support and management of voice, data and converged communications networks. We provide best-in-class technologies from leading partners including Alcatel, Cisco Systems, Genesys and Nortel Networks. And we offer consultation and solutions development ranging from contact centre applications to network infrastructure outsourcing. Discover more at [www.nextiraone.com](http://www.nextiraone.com)