



MOVE OVER AVAYA...THE FULCRUM GROUP PUTS DIGIUM SWITCHVOX SMB IP PBX IN THE CALL CENTER SPOTLIGHT

BASS PERFORMANCE HALL - Fort Worth, Texas



/// CASE STUDY

Digium's Switchvox system steals the show, allowing The Bass Hall to advance their ticket ordering system and complete their network infrastructure upgrade for a famously full-functioning Call Center.

CLIENT PROFILE

www.basshall.com

Bass Performance Hall is the crown jewel of a city which boasts the nation's third largest cultural district. It is also an important symbol of one of the most successful downtown revitalization efforts in the country. Bass Performance Hall is the permanent home to the **Fort Worth Symphony Orchestra, Texas Ballet Theater, Fort Worth Opera,** and the **Van Cliburn International Piano Competition and Cliburn Concerts.**

Industry:

Entertainment

Headquarters:

Fort Worth, Texas

Employees: 50

Business Needs Addressed:

Network Infrastructure
Phone System
Call System

Bass Performance Hall Call Center Needs Illuminated By Growth

When people are ready to order tickets to a special event, the last thing the performance hall needs is a busy signal. Or worse, customers who can't get through to order their tickets. With a growing list of high demand events, **Bass Performance Hall**, located in the Dallas/Ft. Worth area (www.basshall.com), realized their old phone system was not going to be able to keep up with the call volume. So, they let their old Avaya system exit stage right and began their search for another solution, which turned out to be the Digium Switchvox SMB IP PBX, the new star of the show.

A Bold Switch

The Fulcrum Group, an authorized Digium Select partner, evaluated The Bass Hall's infrastructure, phone system, and Internet/voice carrier needs and made expert recommendations. Their previous Avaya Definity system was not only old and unable to provide them with the functionality they needed, it was no longer under a support contract.

The call center functionality was problematic to use, reporting was unattainable, changes to the call flow were just difficult. If a change was necessary, a consultant was paid to come on site and try to resolve the problem. They knew they were missing calls, but had no way to measure how many. Without the ability to get call reports, they didn't really know.

The Fulcrum Group recommended a move from existing Internet/voice service AT&T, to XO, representing nearly enough carrier savings over 5 years to completely pay for the new phone system and network infrastructure upgrades.

Asterisk and Switchvox provided a repeat performance

In order to encourage previous year's subscribers to renew their season tickets or to extend special ticket offers to subscribers, The Fulcrum Group implemented an Asterisk autodialer that also integrates with the Switchvox system.

When the outbound call is made to a subscriber, the automated recording might say "press 1 to purchase season tickets," so if the person responds to the offer and presses "1," the call can be routed to one of the live call center agents logged into Switchvox.

This saves the center time and money on reaching out to their customers and demonstrates the strength of these two systems working together.

Services featured:

- Telecom Needs Analysis
- Deployment and Support Services



"Bass Performance Hall not only needed a phone system that could help them manage their box office call center and get better reports, but they also were due for a network infrastructure upgrade," said David Johnson, Vice President and Co-Owner of The Fulcrum Group. "Because we were able to implement the Switchvox system for such a great value, they had funding for a much better phone system *and* the budget to complete their network infrastructure upgrade. They were able to solve several problems all at once."

Switchvox Delivers A Command Performance

With Switchvox, Bass Performance Hall solved their failing voicemail problem, and gained visibility into the call center. They were also able to respond to customer ticket requests, regardless of when they called. If the caller dialed before 10 a.m., when the box office opened, the system could easily route the call to go to a third party call center service. Then, when the call center staff logged in to Switchvox at 10 a.m., the system knew to begin taking calls again. "98% of the time, it might be steady and manageable, but, when we have a really popular event, like The Lion King, we receive simultaneous demand over the phone, at the box office and on the web," says Mike Cook, Ticket Manager.

"With Switchvox, we can use the call routing and call queue rules to route overflow calls to the 3rd party service if a call is received when the box office is not open. Also, if we have too many calls in the queue, the system intuitively knows to route the overflow calls to a third party or another extension, which helps us ensure we are providing great customer service. The call reporting also showed us how many calls we were dropping, and it shows us the effectiveness of each box office agent. We could never get this type of reporting on-demand before," says Mike.

"We love our Switchvox system because we can do the entire management of the system on our own," said Chris De Leon, IT Manager. "We have two IT staff members and they are able to handle the management of the Switchvox system. We can run our own reports and make moves, adds, and changes as needed. We can change box office queues based on hours or agents available," says Chris. Because the show must always go on!

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