

case study

coming out on top

CLIENT

net **NCTHEATRE**
YOUR **BROADWAY** CONNECTION

INDUSTRY

Entertainment

SERVICES



voice

THE CHALLENGE

The theatre's archaic call center phone system used a number of single-line phones with no ability to transfer calls or accept messages, except for a lone answering machine.

THE SOLUTION

A business-wide phone system upgrade provides a sophisticated, multi-feature telephone solution employing state-of-the-art technology, which is soon put to the test.

celito.net

"If all of the staff lines were being used, callers would get a busy signal. In this day and age, that is unexpected, frustrating, and unacceptable. We needed a solution that would allow us to upgrade functionality and also cut down on costs."

OVERVIEW

Director of Sales Nena Theis knew it was beyond time to upgrade the theatre's antiquated North Raleigh call center phones, so she began to investigate Voice over IP (VoIP) service providers. The project scope quickly expanded to include their downtown Raleigh administrative headquarters and ticket box office.

CELITO CHALLENGE

The North Carolina Theatre's outbound sales call center employes on average 15 people, six days and evenings a week. A critical tool to the daily operations--the phone system--was outdated, to say the least. Employees could not transfer calls between staff, and messages were captured on an answering machine at the front of the office.

"If all of the staff lines were being used, callers would get a busy signal," Ms. Theis

explains. "In this day and age, that is unexpected, frustrating, and unacceptable. We needed a solution that would allow us to upgrade functionality and also cut down on costs." In mid-2013, as Ms. Theis began to look into a VoIP solution, the scope of the project expanded to the administrative headquarters in downtown Raleigh, including the ticket box office.

The administrative office staff experienced frustrations similar to those of their call center colleagues, but with other necessary functionality lacking, such as the ability to conference call. "The box office is our revenue source," explains Director of Marketing Heather Millen. "It is staffed by a small but mighty crew of people who manage all of our in-person sales and answer inbound calls for ticket purchases. They field a multitude of calls at any given time, and the demand for a better phone system was growing."

celito not only could provide and service the system the theatre needed, with all the desired bells and whistles, but is also backed by first-rate customer service.



INTERNET



DATA CENTER

celito.net



VOICE



CONSULTING

THE SOLUTION

North Carolina Theatre Business Manager Tricia McCoy worked with Ms. Theis in the research and decision process to select a new phone system provider. In short order, it became clear celito rose above the rest. celito not only could provide and service the system the theatre needed, with all the desired bells and whistles, but is also backed by first-rate customer service.

The new system was installed in the call center fall 2013. It went live in the downtown administrative headquarters in December of that same year. And the timing could not have been more fortuitous.

THE SHOW MUST GO ON!

Just weeks after celito completed staff training, an ice storm hit Raleigh during one of the theatre's biggest shows in seven years--Les Miserables, running February 11-23, 2014.

With cancellations throughout the city occurring by the minute, the question naturally on the mind of theatre patrons was: Will the show go on?

"Calls started coming in with questions and requests to exchange or refund tickets," Ms. Millen recalls. "even as we were making the executive decision about the shows, people were making their own personal choices."

In the best interest of the safety of the patrons, actors, and crew, the theatre decided to cancel one show--for the first time in their 30-year history--and reschedule another to the only open night of the two-week engagement. "We pride ourselves on interacting with our patrons, and we wanted to make sure they heard the news from us," says Ms. Millen. Although they employed email and social media to notify customers, the theatre staff also made outbound calls.

"The celito installation came just in the nick of time. Our patrons never got a busy signal and were never disconnected due to the

"The celito installation came just in the nick of time. Our patrons never got a busy signal and were never disconnected due to the volume of calls, which is exactly what would have happened with our previous system. Plus we were able to reach out to patrons and touch them with real conversations."



INTERNET



DATA CENTER

celito.net



VOICE



CONSULTING

volume of calls, which is exactly what would have happened with our previous system. Plus we were able to reach out to patrons and touch them with real conversations.”

With the receptionist triaging incoming calls and taking down voice mail messages, the rest of the team worked to reschedule patrons for the added show or another night of the remaining performances. “Everyone worked very hard to accommodate patrons by getting them into other shows of the same performance, which in turn allowed us to retain potentially lost revenue,” explains Ms. Millen. “Having all hands on deck was great from a customer service perspective, and was only possible because of the new phone system from celito.”

The North Carolina Theatre felt it minimized potentially significant damage to customer satisfaction and revenue, and felt very good about the final outcome. Ms. Millen explains, “We potentially could have lost \$100,000 in sales by canceling two shows, but in reality we lost 10 percent of that. And

“We appreciate so much celito’s role in the entire episode. It’s reassuring to know we have the resources to meet our patron’s expectations for service on a daily basis, as well as in a crisis.”

we still exceeded our sales goals. Just as importantly, we were able to reschedule and communicate directly with our patrons.”

While they wouldn’t want to go through that again, she says the theatre was thrilled with the end result.

“We appreciate so much celito’s role in the entire episode,” Ms. Millen reflects. “It’s reassuring to know we have the resources to meet our patrons’ expectations for service on a daily basis, as well as in a crisis.”

INTERESTED IN WORKING WITH AN INTERNET SERVICE PROVIDER WHO IS DIFFERENT THAN THE REST?

Proudly rooted in Raleigh, NC celito is a NC telecommunications company committed to the communities and the clients we serve. With more than a decade of experience in telecommunications and a wide client base, celito is your top choice when searching for a reliable, local internet service provider. Visit celito.net or call 919.852.1238 to learn more about our capabilities and how we can help your business succeed.

North Carolina Theatre
One East South Street
Raleigh, NC 27601
nctheatre.com



INTERNET



DATA CENTER

celito.net



VOICE



CONSULTING