

CASE STUDY:

F.C BARCELONA



CLIENT PROFILE

F.C. Barcelona is a sports club with a proven global reputation within the football world. As its slogan says, it is "more than just a club", which includes, amongst other sports, basketball, handball, hockey and indoor soccer.



INDUSTRY

SPORT CLUB

www.fcbarcelona.com

BUSINESS NEEDS

Fútbol Club Barcelona has more than 160,000 members that loyally follow its progress each season. With its growth the club saw the need for a solution so as to be able to provide its members with updated information concerning games, training and announcements. In addition, it wanted to be able to monitor these requests, so as to have a better understanding of its fans' needs.

RESULTS

With this system F.C. Barcelona now has the following benefits:

- **Updated information for fans.** With this information system the club is now in a position to provide the information that its fans want in an efficient and reliable manner. Using this "self-service" system the club eliminates the need to employ many agents in a call centre to provide information.
- **Extensible.** The system is modular and allows for the addition of new sports, announcements and information concerning matches and training.
- **Effective.** With the possibility of obtaining reports regarding all the calls received, the club is clearly aware of what fans want, thus allowing it to have an excellent relationship with its fans.
- **Standards.** Standard components have been used in its development.

FOR AN ORGANISATION AS PRESTIGIOUS AS F.C. BARCELONA, OFFERING ITS FANS FIRST CLASS SERVICE IS A TOP PRIORITY. THIS SOLUTION ALLOWS THE CLUB TO MAINTAIN FAN LOYALTY.

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SOLUTION

The solution was divided into three parts:

1. The voice platform that will service fans: it is based on Avaya Voice Portal, and Loquendo speech recognition (NLSR) and text-to-speech (TTS) in various languages. A reliable, scalable and easy to manage architecture.
2. To manage content, an information system was developed to feed the voice platform. This information system stores all the data concerning matches, offers, and other information of interest to fans. To manage it a web interface is set up so that the club can add, amend and suppress information.
3. A report module with a detailed follow-up of all the calls and their requests.

Fecha de Transacción	Horario	Estado	Operación
04/08/2007	09:05:00	10-14-06	04-24
04/08/2007	09:05:05	10-14-06	04-24
04/08/2007	09:05:10	10-14-06	04-24
04/08/2007	09:05:15	10-14-06	04-24
04/08/2007	09:05:20	10-14-06	04-24
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