



CASE STUDY:

MILWAUKEE BREWERS™

At a Glance:



Situation:

- Outdated PBX phone system offered very few features, inhibiting productivity
- The organization was expanding, but their phone system couldn't scale easily and cost-effectively
- Working on the go, from home or from different locations was far from seamless for coaches, players, scouts and corporate staff

Solution:

- About 425 Mitel 400 series IP Phones, MiVoice Connect and Connect Contact Center

Results:

- Improved call metrics with better data gathering features
- Dramatically increased contact center productivity and efficiency
- Greater connectivity across locations
- Improved ability to work remotely
- Increased scalability for a more flexible future



Summary

The *Milwaukee Brewers™* were searching for a scalable, feature-rich communications solution that would boost productivity across the board, and Mitel IP phones were just what they needed to knock it out of the park.



Company

The *Milwaukee Brewers™* are a professional Major League Baseball (MLB) team based in Milwaukee, Wisconsin. Established in 1969, the team plays home games in Miller Park.

Situation

The *Milwaukee Brewers™* hadn't updated their phone system since it was first installed at Miller Park in 2000, and it couldn't do much beyond make and receive calls. They decided it was time to upgrade to a reliable communications solution with a wide variety of features that could adapt to their changing needs for years to come and improve their competitive edge off the field.

An upgrade was crucial because the *Brewers™* were expanding their footprint — renovating their spring training facility in Phoenix, purchasing minor league clubs and building out office space in downtown Milwaukee.

Additionally, in a world where entertainment is available at our fingertips, a premium experience start to finish is the key to remaining competitive. To accomplish this, the *Brewers™* wanted to deliver a more customized fan experience and improve their contact center's productivity, as well as provide more seamless communications for their employees from any location. All of that required capabilities their legacy PBX system simply couldn't provide, such as detailed call metrics, call recording, click to dial, visual voicemail, call history and call forwarding.

"Right before we moved to Mitel, we were running into support issues, availability of parts and other constraints because of the legacy PBX system we had," said Corey Kmichik, Director of Network Services for the *Brewers™*. "That started our search for a replacement phone system that could provide an easier, more modern experience."

Solution

The *Brewers™* put together a panel of key stakeholders to review demos from Mitel, Cisco and Avaya. A major determining factor was the contact center features built into the Mitel system.

"The other solutions were significantly more expensive for either the same or fewer features, so that was a big driver in the decision-making process," Kmichik said.

Installation went off without a hitch, with over 400 Mitel IP phones deployed.

"It was a very positive experience, not only for my department, but for the organization as well," said Nicole Gieryn, Manager, IT Support & Telecom Systems for the *Brewers™*.

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**Corey Kmichik, Director of Network Services
The *Milwaukee Brewers***

Now, employees can easily forward their desk phone to their cell phone when they work from home or travel, and communications are simpler than ever with the Connect Client's instant messaging feature. Plus, everything is intuitive and the solution easily scales to support future growth.

The *Brewers™* contact center saw major improvements as well. Agents can now increase the number of calls they make in a day because of the click-to-dial integration with Salesforce, and they receive information on repeat callers that helps them provide a

more tailored fan experience. Their managers can run scheduled and ad hoc reports, which helps them gather better data and boost productivity. The *Brewers™* have even been able to save money on long distance calls by dialing out via SIP.

However, the *Brewers™* IT team cites ease of use as the biggest change on a day-to-day basis.

"I can do everything through Director, the administration portal — it's a one-stop shop for essentially anything I need to do," said Gieryn. "It's been great. Contact center changes, call routing — everything is very easy. It's web-based, so it's not software like our previous system. If I'm at home, I'm able to connect to Director and manage the phone system that way, which has been huge."

Results

Going forward, the *Brewers™* plan to leverage their Mitel phone system as they continue to grow and up their game.

"Whether we have one, two or three sites throughout the country, having one point to manage them is huge for productivity," said Gieryn. "It really allows me and my team to get things done as quickly and efficiently as possible."

Before, when co-workers asked her if their phone system could perform a certain task they needed, her answer was nearly always "no." Now, with the Mitel system, that answer has changed.

According to Gieryn, "All the enhancements the phone system provides gives us a competitive advantage off the field while our team plays competitively on the field."

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**Nicole Gieryn, Manager, IT Support & Telecom Systems
The *Milwaukee Brewers***



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