

## Customer Quote



Manchester  
**Evening News**  
arena

*"The flexibility of the new TeleWare text-to-speech system means we can communicate important messages at the touch of a button anytime day or night. In the fast moving world of live entertainment, having this facility is extremely useful."*

Dave Batty, Telecoms Manager,  
M.E.N Arena

## Business Challenge

To improve the handling of incoming calls to maximise call handling efficiency whilst updating information in real time.

As managers and operators of the M.E.N Arena, SMG Europe's responsibilities include securing bookings from artists and their agents and other event organisers in order to achieve revenue targets. Even such a popular and prestigious venue is not immune to competitive market forces and the management team must provide a high level of service in order to attract customers and achieve an optimum level of occupancy throughout the year.

Key to providing this service is being easily and readily available to handle enquiries from potential clients.

---

## Solution Highlights

To achieve its objectives, M.E.N Arena installed a **TeleWare communications platform with IVR (Interactive Voice Response) and TTS (Text to Speech) functionality.**

- All calls answered promptly
- Key bottleneck eliminated
- Dropped calls reduced
- Announcements can be changed easily
- Consistent voice for announcements
- Better utilisation of staff

The M.E.N Arena receives over 1,000,000 telephone calls a year - around 2,750 calls each day. Most of these calls are from people wanting to book tickets for a forthcoming concert or wanting to contact one of the venue's many departments. With this volume of calls from customers and potential customers, arena management were concerned to ensure that **calls are handled efficiently in order to maximise revenue potential whilst controlling operational overhead costs.**

A key objective was to route calls to the appropriate destination as quickly and efficiently as possible.

All calls to the Enquiries number are now **answered promptly** by the automated system which provides callers with **up-to-date announcements** on upcoming events and key topics whilst allowing their **call to be routed to the appropriate person or department** based on keypad responses to spoken menu options.

The solution implemented not only **reduced the number of dropped calls** (missed opportunities for sales) and **avoided the bottleneck** at reception, it also meant that M.E.N Arena management were able to **redeploy** one of the receptionists to other duties.

According to Dave Batty, Telecoms Manager at M.E.N Arena, one of the benefits of the TeleWare solution is its **Text to Speech** capability. Announcements can be simply typed in from a PC and are then 'spoken' by the system at the appropriate time. This makes the system very **flexible** and allows them to make **rapid**, sometimes last minute, changes without needing to set up a quiet area for recording the announcements. It also gives them **consistency** in the voice used for announcements without depending on any one person's availability.



## About M.E.N Arena

The Manchester Evening News Arena, managed and operated by SMG Europe, is the busiest venue in the World and the largest indoor arena in Europe.

Opened in 1995, the M.E.N Arena has staged the biggest names in live entertainment; from U2, Madonna, Amir Khan and Pavarotti to a record-breaking 27 shows by local band Take That.

Attracting over one million visitors each year, the 21,000 capacity Arena was named 'International Venue of the Year' in 2002 by industry publication Pollstar and has been nominated an unrivalled eight consecutive times.

## About TeleWare

As a leading supplier of telephony applications, TeleWare has extensive expertise and experience in systems integration. We have integrated our solutions with most PBXs and IP PBXs, including Microsoft OCS and Cisco UCM installations. TeleWare is a Microsoft Gold Certified Partner.

This document is provided for information only. In line with company policy of continued improvement of products and services, TeleWare reserves the right to alter product specification without notice.

**TeleWare**



**Microsoft**  
**GOLD CERTIFIED**  
Partner

COPYRIGHT © 2009 TELEWARE PLC