



NT Voice and Data Solutions
communication made simple

Trent Bridge Case Study



This case study explains how the NT Voice and Data team provided the Trent Bridge Cricket grounds with a solution allowing them to receive thousands of calls in one day and handle all enquiries effectively.

About Trent Bridge

Trent Bridge is a hugely popular cricket ground located in West Bridgford, Nottinghamshire. The venue is mostly used for Test, One-day international and County. The first recorded cricket match was held on an area of ground behind the Trent Bridge Inn in 1838.

Trent Bridge hosted its first Test match in 1899, it was England playing against Australia. Trent Bridge is also the headquarters of Nottinghamshire County Cricket Club. As well as International cricket and Nottinghamshire's home games, the ground has hosted the Finals Day of the Twenty20 Cup twice.

Trent Bridge is considered to be one of the best grounds in the world to watch cricket. Recent developments include the £7.2 million Radcliffe Road Cricket Centre, opened in 1998 and the state of the art £1.9 million Fox Road stand, which has received awards for its architectural excellence.



Commencing in 2007, Trent Bridge has undergone redevelopment with the construction of a new stand to replace the Parr Stand and West Wing and the addition of one to five rows of extra seating at the front of several of the other stands. This increased capacity from 15,358 to 17,500 and the work was completed in time for the 2008 Test match against New Zealand.

Business Need:

As a popular venue that hosts international cricketing events Trent Bridge need a communications system that can deal with high volume of calls at peak times.

On the days international tickets are released the box office can receive thousands of calls in one day and the team need to be able to handle all enquiries effectively.

Solution:

Of the solution, Trent Bridge's Director of Finance & Development Tim Eatherington said:

"Trent Bridge first partnered with NT Voice & Data Solutions back in 1997 when they installed a PABX telephone system for us. This system has given good service to the Cricket Club over the years along with the excellent support from the team at NT. When we've hosted major events NT have provided onsite engineering resource to assist with the comms requirements of the press teams and ensure the days have gone smoothly."

"NT have also helped us with the introduction 5 years ago with an Inbound Platform that manages the high call volumes experienced when tickets go on sale. The system allows for real time changes to be administered and provide our callers with the best service which is vital to the club."

"Earlier in 2016 NT have upgraded Trent Bridge to the latest Avaya Unified Communications solution which has allowed us to make a seamless transfer to VOIP and take advantage of the lower running costs and improved resilience of VOIP. I'd happily recommend the services of NT to any organisation that is looking to partner with a company that are able to provide excellent advice and support for their Unified Communications solutions."

~ Tim Eatherington

Director of Finance & Development, Trent Bridge



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NT's Solutions Consultant Gary Towle said:

"Working along with the guys at Trent Bridge has always been enjoyable and rewarding for me over all these years. They have always been open to guidance and recommendations regarding ways to improve call handling and the overall customer experience with the step into VOIP being the latest accomplishment. I see this relationship continuing for many more years and I look forward to it."

~ Gary Towle

Solutions Consultant, NT Voice and Data

Contact NT today on 01623 687750 or email sales@nottel.co.uk to find out how we can enhance your communications and help your business offer exceptional customer service, while lowering your costs.

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