

Case Study

blueocean

# CHAMPIONING THE CHAMPIONSHIP

Delivering Game-Changing  
Customer Support for a  
National Sports Association

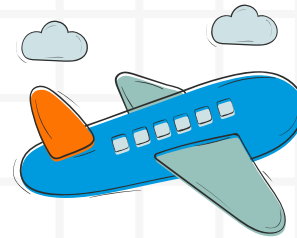


# THE HIGHLIGHTS

This national sports association leads the US in governing and promoting this well-loved sport. As their outsourced partner of choice since March 2020, Blue Ocean leaders strategized alongside client stakeholders to expand our scope of work to support the upcoming championships.



Ramped up our team by  
**60%**  
to support the  
association's Fanline



Flew a small  
team of agents  
and coaches to  
New York to  
provide on-site  
support



Handled an  
**80%**  
year-over-year  
jump in call volume



Set the stage  
for an even  
more  
successful  
event the  
following year

# THE CHALLENGE

Every year, this national association holds their annual pro championships. However, along with everything else in the world, the pandemic forced them to cancel the 2020 event. In 2021, the championship went forward but with many restrictions. By 2022, fans were starved for action. On top of that, one of the sports' biggest superstars was set to retire—the 2022 games would be her last, her farewell to the sport.

With worldwide excitement about this celebrity player and with the full event back on track, record numbers of attendees and, consequently, record-high inbound customer service volume were projected.

With a world-renowned reputation on the line, this organization is highly committed to its members—all 570,000 of them. Our shared challenge was to deliver an exceptional experience to every member and attendee, despite the unprecedented projected volume.

# THE SOLUTION

In addition to scaling the team at Blue Ocean HQ, a team of agents, coaches, and program managers were selected to work onsite at the championships in New York.

After 29 months of pandemic-related challenges, this decision to embed a Blue Ocean team in the Command Center at the stadium was a unique and extraordinary strategic move between client and outsourcer – operating as a single team on a singular mission.

This strategy leveraged the expertise of our frontline contact center team to improve the experience of attendees while reducing issues and driving volume down.

In total, we ramped up our Blue Ocean HQ team by 60% to support the Fanline, and the Blue Ocean team embedded in the Command Center provided 630 hours of support over the course of the event.

# THE CHAMPIONSHIPS

60%

YoY Increase in  
Overall Volume

385%

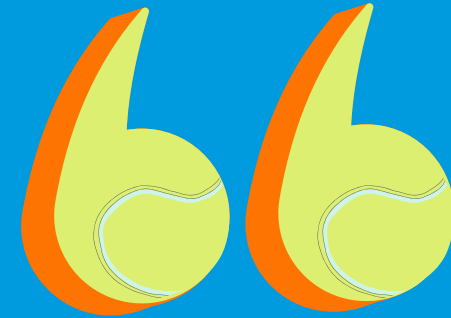
Overnight Increase in  
Match-Specific Volume

9200

Total  
Support Interactions

Overall, Fanline volume jumped 80% over that in 2021 – and volume quadrupled (385%) overnight on the first day that the tournament began as fans tried to get those coveted tickets for the superstar’s farewell matches.

By the end of the event, the Blue Ocean team handled 9200 contacts across three channels, including phone, email, and chat. The Command Center team adapted to using three different technology platforms (including two systems that were new to them) to resolve inquiries ranging from ticket inquiries, to lost items and lost children, to parking problems, to medical situations unfolding on-site.



“Having our outsourced partner provide on-site support for the championships was a game-changer for our Customer Care team, ensuring that fans and customers had easy access to the answers and assistance they needed, as well as providing invaluable information and recommendations to other internal departments responsible for putting on this world-class, spectacular event!!”

– *Client stakeholder*

# LOOKING TO THE FUTURE

During the championships, the on-site team was proactively identifying top contact reasons in order to prepare proposals for the association to reduce future volume and continue improving the attendee experience. This included a Blue Ocean coordinator using her downtime on-site to document issues related to parking and accessibility and making recommendations for consideration for future events. Her proposal was presented to the client executive responsible for the event logistics following the championships and was extremely well-received.

Following the event, we also completed a number of audits on over 1000 tickets created throughout the championships. In this analysis, we reviewed recorded disposition, escalation path, responsiveness, and outcome to gain a broader understanding of the core reasons customers reached out. This allowed us to evaluate and leverage our current process as well as updating our team training and knowledge resources.

We also addressed the challenge of the command center using a different CRM than the HQ support team. We helped the association migrate to the same platform and trained their team to use it. This extended their chat capabilities and provided more integrated reporting functionality. Ultimately, the migration unifies our teams, allowing us to easily transfer tickets as needed and making the customer experience a smoother one-stop shop.