



## Case study - Inbound services: American Golf

# Inbound call management provides visibility, flexibility and control for multi-site retailer

### About American Golf

American Golf is a leading golfing retail chain. They stock a full range of equipment for golfers of all levels, including irons, drivers, putters, package sets, balls, shoes, and clothing.

For six years running now the chain has been voted 'Best Golf Retailer' by *Today's Golfer* publication.

American Golf are constantly expanding and adding more stores, while improving their product range and working to ensure their customers get 'first time value' prices.

### The challenge

With more than eighty stores across the UK, the American Golf team needed to increase the communications functions that could be controlled centrally by their IT team with the aim of standardising their marketing approach to in-store offers.

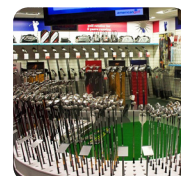
As well as working with a supplier who could reduce the cost of their communications, American Golf also needed a supplier who would understand their business needs and add value to how they communicate and manage their business.

“ The Inbound product is a must to anyone who regularly uses marketing campaigns and inbound numbers for telephony – it gives great visibility, flexibility, control and most importantly useful decision making statistics on a service which is traditionally managed by external companies. ”

*Phil Barker, Head of IT, American Golf.*



american<sup>golf</sup>





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“ From very early on in the consultation process it became apparent we had found an organisation who wanted to understand our business and add value to how we work, as well as reducing our costs.

I am extremely pleased with the service, and would have no hesitation in recommending Gamma Business Communications to anyone looking to migrate services away from BT or other suppliers.

*Phil Barker, Head of IT, American Golf.* ”

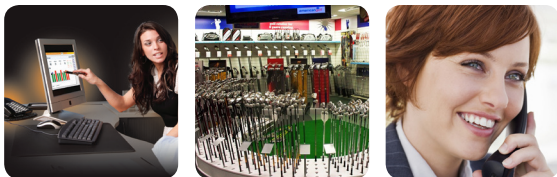
### The solution

Gamma Business Communications Inbound services have been activated across all of American Golf's stores, enabling the company to have complete control over inbound calls.

Using our advanced calling features (personalised auto attendant, call queuing and call whisper to name a few), American Golf have the ability to change the messages each of their stores delivers to its customers.

The 'never miss a call' function means that should one particular area have a busy inbound calling period the call is never missed and therefore a sale is never lost.

As well as a full Inbound solution, we have delivered a seamless UK-wide transfer of all American Golf's analogue and digital lines. The process was fully managed by our experienced project and account management teams.



### Benefits

- American Golf has complete control and management of all inbound calls.
- Flexible and intelligent inbound call management.
- Built-in disaster recovery with all store telephone numbers being held on the network, meaning they are no longer dependent on geographic locations and can be moved as the company changes.
- Unique marketing or promotional messages can be created for each store.
- Provides a better experience for American Golf's customers.
- Additional services such as call recording and advanced call statistics enable American Golf to optimise their service by recognising business trends.

