



Putting QPR's connectivity in a league of its own

How BT One Phone helps the London football club stay connected and in control – from the IT office to the training pitch

Teamwork relies on clear communication. And the team at Queens Park Rangers (QPR) is bigger than the 11 players on the pitch. From the ticket sellers and groundsmen, to the academy and sales teams, the behind-the-scenes staff work just as hard to give fans an experience they'll never forget.

But QPR's traditional phone system kept dropping the ball. Important calls were missed when staff were on the move. The answer was BT One Phone. This mobile, cloud-based phone system gives them the power of a desk phone, wherever they are.

Making the key calls

Because QPR has people spread across three sites and working on the go, getting hold of who you needed was tough. Especially with more than half the staff regularly away from their desks. The old phone system wasn't built for a mobile workforce. So people were missing calls, or having to go back to their desks to check their voicemail. They needed a system that could let them decide when and where to take calls. Even if they were away from their offices.



“Trying to get in contact with us to fix an issue was almost impossible – especially on matchdays,” explains James Hall, QPR's network manager. If fans needed help from staff after kick-off, it sometimes didn't get addressed until after the final whistle. The team needed a solution that could help them route calls to the right person at the right time.

And for the press crew and football analysts travelling with the squad to opposition grounds, popping back to their desks wasn't an option.

They needed a mobile solution that gave them better connectivity across the country. One that could let them take their desk phone number with them on the move and work remotely, without going over their data allowance and costing the business money.

“When a phone call comes in, it gets answered. There's very little opportunity to miss calls. And that didn't use to be the case.”

James Hall
Network Manager, QPR

Tackling the challenge

We worked with QPR's IT team to roll out the new phone system to 115 people across all three sites. Each one was given a smartphone with a BT One Phone SIM card and Companion App. This meant they could take their office number with them. So they could always get hold of each other, wherever they went.

And because they're all linked to one system, the pre-installed app brings the contact details of all the other users into one directory, making it easy for everyone to get hold of the right person.

“For us, there isn't any competition. There isn't any alternative. It's been blinding for three years. Compared to traditional phone systems, it runs rings around them.”

James Hall
Network Manager, QPR

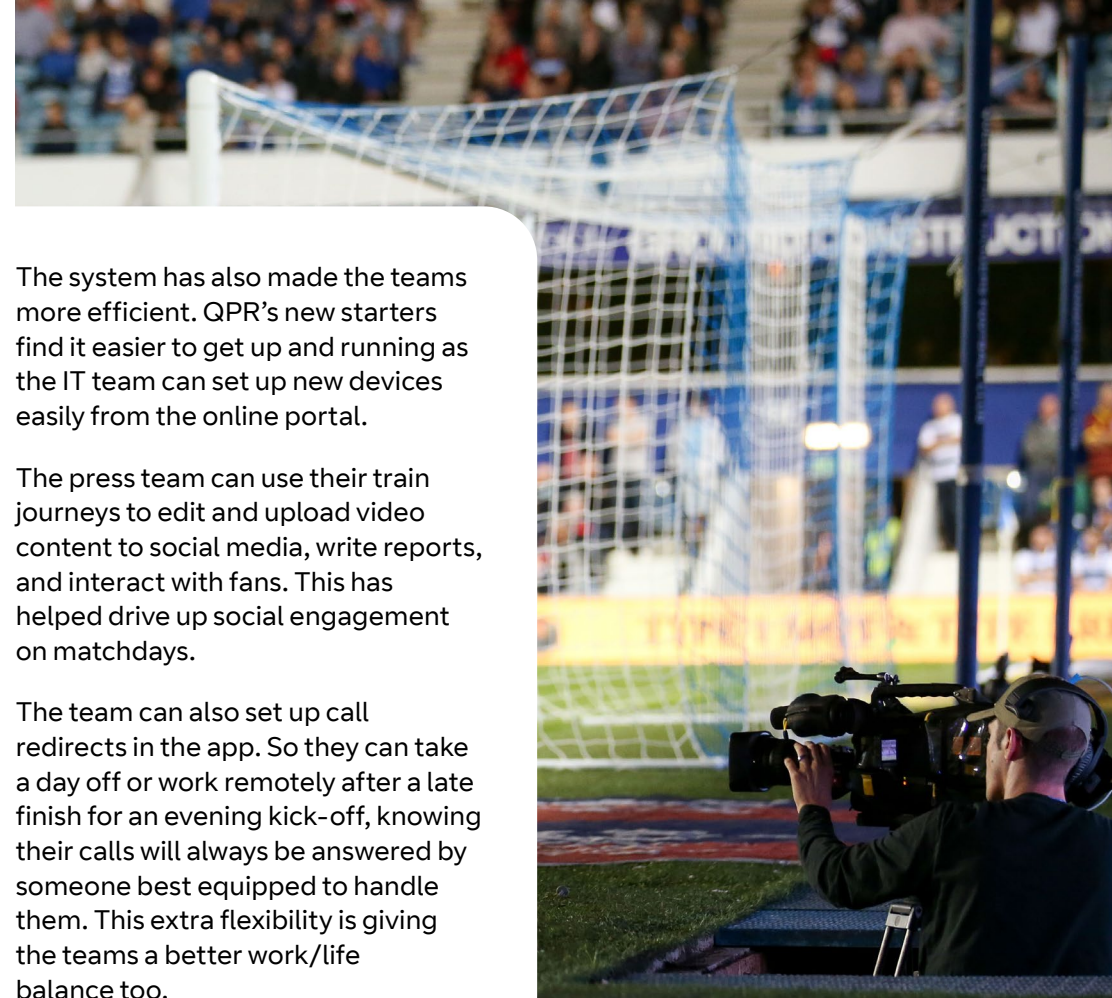
“We used to ask the reception to ring up all the extensions every couple of months and figure out who was on the end of them all,” says James. “Now we don't need to – everyone's number is right there.”

Plus, with an online portal showing real-time reporting, and data caps and alerts, QPR stays in control of spending from one place. So they always stay on budget, and have more time to handle other tasks.

Back of the net

Having that extra control and mobility is a bonus. But on matchday, it's a game-changer.

Whether it's a fan asking for a cleaner to tidy up a wet floor or a VIP guest asking for help with their box, the team can always get hold of the right person. “Our commercial teams don't have to run and find a phone to contact us,” says Josh Scott, Head of Operations at QPR. “Whatever your role or department, we know we can communicate effectively.”



The system has also made the teams more efficient. QPR's new starters find it easier to get up and running as the IT team can set up new devices easily from the online portal.

The press team can use their train journeys to edit and upload video content to social media, write reports, and interact with fans. This has helped drive up social engagement on matchdays.

The team can also set up call redirects in the app. So they can take a day off or work remotely after a late finish for an evening kick-off, knowing their calls will always be answered by someone best equipped to handle them. This extra flexibility is giving the teams a better work/life balance too.

We're also working with QPR to further develop its cloud-first strategy. This includes backing up BT One Phone with a 1Gbps WAN connection and Office 365, giving the whole club more tools on the go. So they can continue to smash their goals and exceed their fan's expectations.

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