

Case Study

# Upland InGenius Measures “Hustle” for the Ottawa Sports and Entertainment Group





**INDUSTRY**  
**Entertainment**

**COMPANY**  
**Ottawa Sports and Entertainment Group**  
Ottawa, Ontario  
[www.tdplace.ca](http://www.tdplace.ca)

**KEY IMPACTS**

- Data from inbound calls is auto-populated in the CRM
- Decreased call handle time without sacrificing quality
- Accurate metric reporting for rep evaluations

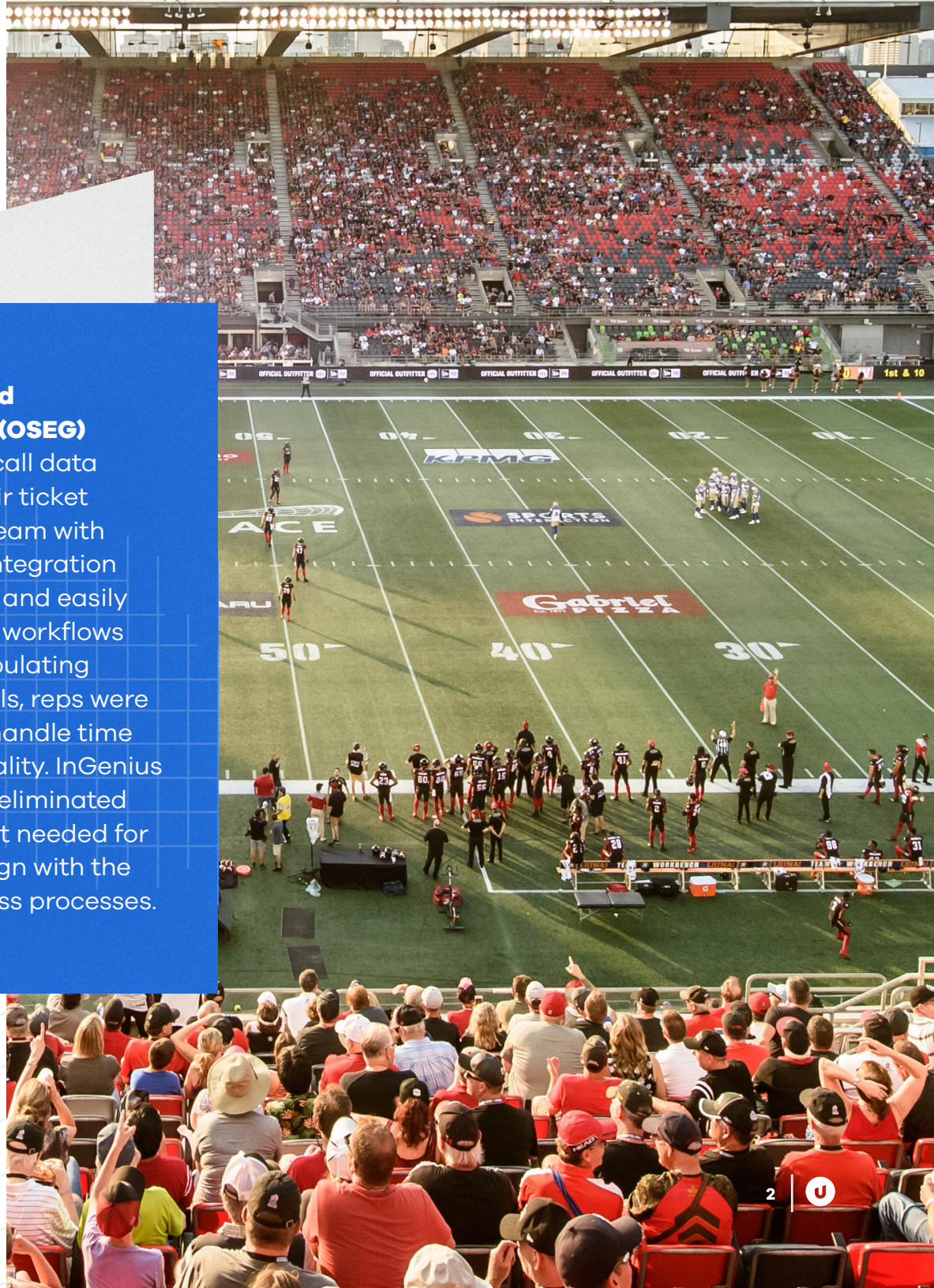


**REDBLACKS**



**The Ottawa Sports and Entertainment Group (OSEG)**

wanted to bring their call data into Salesforce for their ticket sales and marketing team with computer telephony integration (CTI). InGenius quickly and easily adapted to fit specific workflows for OSEG. By auto-populating data from inbound calls, reps were able to decrease call handle time without sacrificing quality. InGenius workflow integrations eliminated the cost, risk and effort needed for Upland InGenius to align with the team's specific business processes.





# OSEG identified the need for an easy to use CTI solution that would tie call data into their Salesforce CRM.

## The Challenge

More than most organizations, the Ottawa Sports and Entertainment Group knows that big wins come from "hustling". That's why hustle is important for their employees on and off the field. The management team recognized that successfully measuring hustle using hard data was the only way to accurately gauge team performance, and coach them to success.

OSEG identified the need for an easy to use CTI solution that would tie call data into their Salesforce CRM. Only with this solution would they be able to collect, analyze and report on success metrics for their sales and service teams.

## Background

The Ottawa Sports and Entertainment Group is an organization focused on managing sports teams and entertainment venues in Canada's capital. OSEG owns and operates the Ottawa REDBLACKS (CFL) and the Ottawa 67's (OHL). In partnership with the City of Ottawa, OSEG transformed Lansdowne Park into Ottawa's "jewel by the Rideau Canal".

The OSEG ticket sales and marketing team is tasked with managing ticket sales for the REDBLACKS, Fury FC and the 67's, as well as event sales for concerts and parking. The team also works to bring events to Lansdowne that will benefit its restaurants and other shops.

*"It was awesome to work with the InGenius Customer Solutions team. I communicated how we needed the software to adapt to our specific business needs, and InGenius made it happen."*

**– Warren Reed**

Business Intelligence & CRM Specialist, Ottawa Sports and Entertainment Group





# InGenius has made it easy for OSEG to adopt Salesforce as the “single pane of glass”



## The Upland InGenius Solution

The Ottawa Sports and Entertainment Group (OSEG) needed a solution to meet their needs, but just as important, to get it up and running quickly. Other computer telephony integration (CTI) vendors were evaluated, but InGenius Connector Enterprise was selected based on its ease of configuration and the ease of the InGenius onboarding process.

**“One of the best things about working with InGenius has been the fast case resolution. We got all of the workflow integrations we asked for and we got the feedback right away.”**

Upland InGenius worked with OSEG to get the software deployed and configured based on the needs of the business. After InGenius trained the trainers, OSEG management was able to show reps how to use the software by themselves. They were up and running with minimal guidance needed. OSEG now had insight on outbound calls per rep, average call handle time and call results – key KPIs

that weren’t previously tracked. Company data is critical and InGenius helps the organization collect accurate numbers.

## Key Results

### Ease of Use

With games running for 3 sports teams, there is no off-season and a lot of weekend hours. Turnover can be high for the typical ticket sales role. Fortunately, InGenius is so easy to use that adoption is high, and management can independently train new employees on InGenius.

InGenius has made it easy for OSEG to adopt Salesforce as the “single pane of glass” because InGenius puts telephony directly in the CRM window. Reps can multitask and have numerous tabs open, but InGenius is always there to support logging and click-to-dial, helping them work through their list quickly and optimize performance.

**“InGenius empowers our management team by enabling dashboards for**

**benchmarking performance against established data patterns. We now know what’s achievable, and what a highly productive day looks like.”**

## Visualize Success

The Ottawa Sports and Entertainment Group now has hard data for analysis that’s automatically populated in Salesforce to effectively measure KPI performance. If a call was over 20 seconds, for example, OSEG knows the rep connected with a person. Metrics such as call duration and calls per agent are now used to directly judge hustle, and these numbers go directly into the reps’ evaluations.

Managers use this information to supervise and motivate reps with one-on-one coaching sessions. The Salesforce reporting dashboard integration makes it easy to visualize results, and InGenius data has made it easy to see where plans don’t reflect reality, so OSEG can plan and adjust individual and annual targets.



For more information visit: [uplandsoftware.com/ingenius/](https://uplandsoftware.com/ingenius/)

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