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CASE STUDY

BridgepointeCX Helps ESPN Save $40,000 Per Live Event

ESPN Reduces Contacts by 70% and Burst Staffing by 15%

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ESPN Fan Support and Customer Service Operations supports fans with technical issues with all ESPN apps, fantasy games, streaming services, and content access. As the largest sports entertainment network in the world, ESPN supports millions of fans each year.

The Fan Support team, led by Douglas Kramon, Senior Director of Fan Support and Customer Care Operations at ESPN, always looks for specialized partners to enable them to "force multiplication" of their success.

"Our team runs lean, with our operational budget at the core of every decision," shared Kramon. "I was introduced to BridgepointeCX through a project with our parent company, Disney, for our contact center, and I quickly saw how they could enable us to improve fan experience."

Elevating the Fan Experience with the Right Tech Stack

The initial project with Disney was for multiple brands, including ESPN, to deploy NiceCXone for the contact center. As part of that initiative, Bridgepointe CX built the Interactive Voice Response (IVR) system currently used by the ESPN team.

Since then, BridgepointeCX has supported ESPN fan support on multiple projects designed to improve the fan experience continuously.

"BridgepointeCX has collaborated with my team and Disney's sourcing department to identify a new voice provider. Their tech and market knowledge, coupled with our budget and requirements, means we're not just settling for any vendor; we're confident we're choosing the best one to elevate our fan experience."

Reducing the Need for Burst Staffing with BridgepointeCX's IVR Strategies

A key challenge for fan support is the high volume of calls they receive during live events such as UFC pay-per-view. Traditionally, fan support has needed to add burst staffing, so they're prepared for this influx.

"BridgepointeCX has streamlined our IVR, so we're not overwhelmed by contacts and can provide our fans with the best possible support," explained Kramon." Their knowledge of our business and IVR best practices has helped us maximize call deflections and reduce our staffing requirements."

AT A GLANCE

Company: ESPN

Industry: Media and Entertainment

Employees: 1,001-5,000

ESPN is the world's leading multiplatform sports entertainment brand, features seven U.S. television networks, the leading sports app, direct-to-consumer ESPN+, leading social and digital platforms, ESPN.com, ESPN Audio, endeavors on every continent worldwide, and more. ESPN is 80 percent owned by ABC, Inc. (an indirect subsidiary of The Walt Disney Company) and 20 percent by Hearst.

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BridgepointeCX has consistently enhanced ESPN's CX efforts, enabling them to serve their fans more effectively.

"In the fast-paced realm of live sports, their strategic tweaks to our IVR have led to a 15% reduction in burst staffing. That translates to a $40,000 saving per event, which we can reallocate to other areas."

Plus, the best practices implemented by BridgepointeCX have reduced the total number of calls fan support receives daily. "We've been able to cut the number of phone contacts by 70% by redirecting them to other channels. This helps provide a better fan experience while easing the demands on our team."

Today, BridgepointeCX is an extension of the fan support team, providing insight into ESPN's customer base, tech stack, and industry best practices.

"The BridgepointeCX team is adaptable and swift, providing the support we need at the pace ESPN's live events demand. Their deep bench of experience means we have the strategy and support we need to accelerate our success."

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DOUGLAS KRAMON

Senior Director of Fan Support and Customer Care Operations at ESPN

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