

Case Study



Communications and Connectivity

Leisure



The Challenge



Wales Millennium Centre (Canolfan Millenium Cymru) was established as a stage for Wales to showcase its national spirit and become a home for the performing arts. This landmark building in Cardiff Bay stages some of the World's biggest and best known shows and musicals. Wales Millennium Centre also produces its own touring work, and curates high-profile festivals and engagement projects throughout Wales.

Post-Covid, Wales Millennium Centre embarked on a project to enhance customer experience. Prior to Covid, approximately 50% of tickets were sold online, now it is up to 96%. With online sales, they had the opportunity to increase efficiency with a lower head count.

Customer experience was impacted by an ageing phone system. The service was fragmented, staff had to move between different voice, email, and chatbot systems to connect with customers.

The system was also inflexible, staff had to work from the office, even when there was an emergency. Finally, the system was unmanageable, it was running on-premises, and it was misusing valuable IT staff time for simple updates.

The Solution



Croft partnered with the Centre to redesign the solution and implement the workflow. We selected 8x8, due its best-in-class functionality and reporting capabilities.



The system integrates voice, email and chat in the same app for agents, therefore synchronising all communication channels for faster, more efficient communication. A better reporting system provides clear insights into the customer journey—problems are solved faster.



The Results



Now Wales Millennium Centre has the flexibility and productivity to thrive with an agile workforce that uses state-of-the-art communications. The new intuitive platform is easy to manage and provides self-service capabilities, staff can quickly update the call queue to announce ‘Hamilton’ or ‘Wicked’ tickets opened.



Currently the Wales Millennium Centre is planning a new immersive arts theatre across the Bay. With this single-pane-of-glass solution, staff are ready to help their numerous customers in the building, across the Bay and throughout Wales.

What our **client** has to say ...



“Croft supports our digital transformation. They have been a great partner. It was a tight turnaround, but Croft provided great advice, support, and training throughout the process. ”

Rhys Davies

IT Director Head of Technology Services and
Customer Relations, Wales Millennium Centre

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