

# Collaborate and communicate from anywhere, on any device

## About the client

Hereford FC is a football club situated in the heart of Herefordshire.

Formed in 2015 as the continuation of Hereford United, the club stands as a symbol of unwavering dedication and passion for the game within the Herefordshire community.

## Summary

Hereford FC was founded in 2015, and currently plays in the National League North. With a fan base of 2,000-2,500, the busy soccer club has 11,000 season ticket holders, and this means a busy phone line.

For the 4 full-time members of staff and a handful of volunteers, the club's single analogue phone line was causing flexibility issues and hindering both outbound and inbound communication.

The soccer club was in need of an effective phone system that would increase communication efficiency, offer enhanced flexibility, and prepare them for the 2025 switch-off. Hereford FC turned to a local iPECS Reseller to upgrade their technology and find the perfect telephony solution.

## Challenge

- Operating as a self-sustained soccer club with no financial backer, Hereford needed a cost-effective phone system and fast broadband solution that would cater to their needs, and future-proof their communications.
- The club's single, old-fashioned analogue phone line was ineffective, allowing only one caller at a time. This caused particular issues during times of high-ticket demand.
- Outdated technology was not only sabotaging business objectives and opportunities, but it was also making it difficult for inbound callers. It was essential for the club

## Product

### Platform

- iPECS Cloud

### Terminal

- iPECS 1000i

### Application

- iPECS ONE



Hereford  
FC

With iPECS Cloud solutions, teams can collaborate and communicate from anywhere, on any device.

## Solution

- The team of iPECS specialists assisted Hereford FC in finding the perfect phone system. Taking into consideration all the needs of the club, its staff, and fans, the club chose iPECS Cloud and iPECS ONE.
- iPECS Cloud, a cloud-based phone system, handles call data over the internet. This means there is no need for legacy telephony. As a single application, iPECS ONE allows for iPECS Cloud capability across multiple devices, providing flexible communication using call, chat, and messaging features.
- iPECS 1000i series desktop phones were deployed for employees.

## Benefits

- **Flexibility:** iPECS Cloud provided Hereford FC staff full flexibility. From the use of multiple desk phones or the iPECS ONE app on mobile devices, team members can now take calls in and out of the office.
- **Business continuity & efficiency:** iPECS Cloud provides multiple phone lines, allowing inbound calls and call flow to be handled effectively. This allows enquiries to be answered seamlessly, with callers reaching the correct person quickly, avoiding call backs. This not only helped the staff and volunteers, but positively impacted relationships with fans.
- **Communication updates & marketing on hold:** One key feature of iPECS is the marketing on hold service. Through Hereford FC's own portal, they are able to update on hold messaging to include important information such as ticket sales, season tickets or hospitality offers.