

From Legacy to Leading Edge: How MCC Modernised Member Engagement

A Hybrid Contact Centre Solution Case Study



Client Snapshot

The Melbourne Cricket Club (MCC), founded in 1838, is one of the world's oldest and most prestigious sporting clubs. It manages the Melbourne Cricket Ground (MCG), Australia's largest stadium and the birthplace of Test cricket. Beyond cricket, the MCC supports a range of sports and has a strong social and member community, making it a central part of Melbourne's sporting culture.

- **Industry:** Sports, Events & Membership Services
- **Organisation:** Melbourne Cricket Club
- **Membership:** Custodians of the MCG and managers of a 150,000+ member base
- **Key Stakeholder:** Raman Tiruchunapalli, Executive Manager, Technical Services

"Our existing system was holding us back. It was rigid, siloed, and simply couldn't keep pace with member expectations or our operational demands - especially during high-volume events. We needed a future-proof solution that could flex and evolve with us."

Raman Tiruchunapalli



Challenges - Business Problem:

The MCC's hybrid contact centre platform was rigid, siloed, and unable to scale - with limited remote support, poor CRM integration, and minimal visibility - leaving the Club Services team struggling to meet member expectations and handle event-driven demand.

Solution:

MCC deployed Webex Contact Centre with Dynamics 365 integration, omnichannel support, and business continuity features - delivering a modern, flexible solution tailored to their needs.

Outcome:

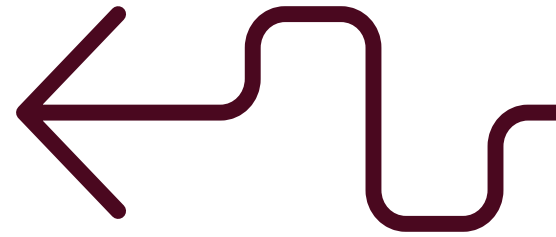
Achieved a 60% drop in abandoned calls, greater flexibility for remote agents, and more personalised, efficient member experiences - with real-time insights and streamlined workflows transforming daily operations.

Challenge / Business Problem

The Melbourne Cricket Club (MCC) was using a hybrid contact centre platform built around Cisco Unified Communications Manager (CUCM) and a third-party solution, which was no longer meeting the evolving needs of their Club Services team.

Key issues included:

- Limited scalability to handle varying call volumes
- Inflexibility in supporting remote work for agents
- Lack of integration with Microsoft Dynamics 365 CRM
- Minimal visibility into call queues and service levels
- Complex, outdated call flow management



Raman Tiruchunapalli explained: “Our existing system was holding us back. It was rigid, siloed, and simply couldn’t keep pace with member expectations or our operational demands – especially during high-volume events. We needed a future-proof solution that could flex and evolve with us.”

Objectives

- Modernise MCC’s contact centre and telephony environment
- Improve member and visitor experience with faster, more personalised service
- Enable omnichannel support (calls, chat, WhatsApp, app)
- Empower agents with flexible work options and visibility into workflows
- Ensure business continuity through a robust disaster recovery (DR) plan

The Solution

In partnership with Kytec and Data#3, MCC implemented a hybrid contact centre solution that included:



- Deployment of Webex Contact Centre to manage inbound and outbound customer interactions
- Integration of Webex Calling to provide softphone capabilities and reduce telephony maintenance
- Tight integration with Microsoft Dynamics 365 (on-premises) for real-time access to member data
- Omnichannel support through the MCC App (LivePerson) and WhatsApp
- Call-back and queue position notifications to reduce caller frustration
- Implementation of a DR solution using UCCX for business continuity in case of service disruption

Raman noted: “Kytec’s expertise in integrating cloud-based Webex solutions with our on-premises systems was critical to the project’s success. They truly understood our business challenges, and their deep product knowledge combined with a collaborative approach made them an invaluable partner.”

Results & Outcomes

- **Dramatic reduction in call abandonment:** In May 2024, despite a 9.6% increase in call volumes, abandoned calls dropped by 60%
- **Increased flexibility:** Agents can work from any location without compromising service
- **Enhanced personalisation:** CRM integration enabled tailored experiences based on member data
- **Improved efficiency:** Over 230 call-back requests were handled in a single month
- **Greater visibility:** Real-time queue insights helped reallocate resources across channels
- **Streamlined operations:** Click-to-dial, call notes, and a single collaboration platform improved agent workflows



"Kyttec helped us unlock real, measurable improvements – from faster response times to a more personalised member experience. The visibility and automation they introduced have completely changed how we operate day to day."

The transition was seamless, with no post-migration issues. If you're exploring a Webex Contact Centre project, don't waste time looking elsewhere – Kyttec really delivers."

Raman Tiruchunapalli

Executive Manager, Technical Services
Melbourne Cricket Club

Highlights

- **60% reduction in call abandonment** despite a 9.6% increase in call volumes (May 2024)
- **0 minutes downtime** during high-demand membership periods
- **150,000+ members** supported through omnichannel engagement
- **100% of agents** enabled to work remotely via Webex softphone
- **230+ call-back requests handled** in a single month, reducing wait times
- Real-time CRM integration **cut call handling times** and improved personalisation
- Omnichannel support across **Voice, WhatsApp, and in-app chat**



Looking to modernise your contact centre and deliver exceptional customer experiences? Partner with Kyttec to design a scalable, integrated solution that fits your unique needs.

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