



THE BUFFALO BILLS

SUCCESS STORY

Great staff is key in ensuring that your supporters walk away from an event satisfied. Great staff can only start with great training. Here's the story of how SkyPrep helped make the Buffalo Bills fan experience one of the best in the NFL.



The Buffalo Bills
Buffalo, NY, USA
www.buffalobills.com

Type: Customer Service
Team Members: 1,500+
Seasonal Fans: 540,000+

THE CUSTOMER

The Buffalo Bills are a professional football team in the AFC East division of the National Football League. They are known for their rock solid defense and are backed by a legion of die-hard fans willing to brave sub-zero temperatures to see their team through to the finish. It's only right that the players give it their all to stay at the top of the game... But the fan experience does not end on the field. Guest services is just as important, and the Buffalo Bills support team pride themselves in their aggressive approach to ensure that their fans have the best experience in the NFL.

THE CHALLENGE

Prior to using SkyPrep, the Buffalo Bills' support staff relied on one annual training class prior to each football season. Such infrequent training simply wasn't cutting it and the staff realized that the training needed to be as dynamic, fluid, and responsive as the game itself. With weeks often going by between home games, the Buffalo Bills needed a way to side-step in-person meetings and make their resources available to people wherever they happened to be.

"At times, there are several weeks that go by between home games where our staff are away from the venue, busy with their other jobs and personal life, where football is the last thing on their mind. Since we only have 10 home games a year SkyPrep is a great tool for our Team Members to use as a refresher on our new policies and exiting procedures."

– Caitlin Brigham, Buffalo Bills – Coordinator of Guest Services

It was important to keep all the employees engaged and up-to-date with the latest trends and policies while maintaining a fun and interactive atmosphere – often difficult to accomplish with more traditional methods of training.

THE SOLUTION

The Buffalo Bills needed a powerful, streamlined platform to meet their needs when it came to managing all of their users. The user experience was just as important as the platform's functionality and it had to be as easy-to-use as possible in order to facilitate the ability to manage over a thousand users.

"What made SkyPrep so appealing was the ability to implement our own materials into a trustworthy, easy to use program with excellent support staff. With over 1,500 Team Members participating, SkyPrep is a program where we can easily track, manage, and inform all at once." – Caitlin Brigham, Buffalo Bills

Now that employees are able to access SkyPrep's platform whenever they want to, the Buffalo Bills' hands are no longer tied. Previously, with sessions happening only once a year, time had to be devoted to mandatory training such as emergency procedures, leaving no room for cool, optional content like the team history. It's no longer one or the other after switching to SkyPrep – the staff members' ability to complete the mandatory training wherever they are gives them the freedom to explore the other material at their leisure, boosting morale, team spirit, and overall satisfaction.

The fully customizable SkyPrep platform makes everyone feel like they're part of the team! Regardless of what role the person plays, upon logging in, they are greeted by the iconic charging buffalo and the brilliant blue colors of the team, building camaraderie while looking awesome. This motivates their employees to sign in more frequently which results in better information retention.

The Buffalo Bills administrators needed a tool to keep track of the increased activity and the automated user reports does just that. It allows them to instantly pull up a user's progress and status and organizes the information into an easy-to-read spreadsheet. With over a thousand users, the automation aspect is a key functionality that saves the administrators lots of time, and enables them to train significantly more employees in a fraction of the time.



We use SkyPrep before every major event at New Era Field

THE RESULTS

By transitioning to the SkyPrep platform, the Buffalo Bills were not only able to increase the quality of their training, but the staff members became a much more tight-knit community.

"We post a training on SkyPrep one week before each of our home games. By the following Sunday when everyone meets again they are talking with each other about the material we covered and laughing at the jokes we posted. So not only does it help us refresh our TeamMembers'

memories on building, team, and venue information, but it also helps to boost morale. With SkyPrep, we also do random drawings for those that participated where we award gift cards to retail stores. The game day TeamMembers are so thrilled to receive a gift for doing something they enjoy." – Caitlin Brigham, Buffalo Bills

SkyPrep enables employees to get up-to-date training immediately and regularly, instead of having to wait until the next meeting which could be weeks, if not months, in the future. Admins have immediate access to reports and feedback. By transitioning to the SkyPrep Learning Management System, the staff members are more able to keep up-to-date and in touch, and this is passed on to their fans through improved customer service and experiences – something that everyone can appreciate.

"I would absolutely recommend SkyPrep to other businesses. They are a great tool to stay in contact with clients/TeamMembers. They also have some of the best support staff that I have had the opportunity to work with. They are so helpful and accommodating with all of our needs." – Caitlin Brigham, Buffalo Bills



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