

DENVER BRONCOS AVERAGE 171.8 REQUESTS PER GAME USING 24/7 SOFTWARE REQUEST TRACKER

Pat Tetrick is Director of Guest Relations for Broncos Stadium at Mile High and the Denver Broncos. Before using 24/7 Software, the Denver Broncos were utilizing a four-button pager with limited capabilities for one-way communication to supervisors, medical, security, and housekeeping personnel, along with other outdated software for running their operations. The Denver Broncos recognized the need to find a better means of data collection and to solve the issues they had been experiencing with intermittent transmissions to the command center. They needed software that catered to an Incident Command System, and that would help them collect more data and use the information to better the Denver Broncos operation long term. This requirement led to the Denver Broncos' implementation of 24/7 Software's operations management software.

After deployment of 24/7 Software's platform, the Denver Broncos had an easy-to-use solution for better tracking of information through comprehensive, customized reporting, and a clear separation between incidents, requests, and activities. 24/7 Software affords the Denver Broncos the ability to continuously improve important processes internally, leading to saved time and money now and for years to come.



About the Denver Broncos

The Denver Broncos are a professional American football franchise based in Denver, Colorado. The Broncos compete as a member club of the National Football League (NFL)'s American Football Conference (AFC) West division.

The team began play in 1960 as a charter member of the American Football League (AFL) and joined the NFL as part of the merger in 1970. The Broncos are owned by the Pat Bowlen trust and currently play home games at Broncos Stadium at Mile High (formerly known as Invesco Field at Mile High from 2001–2010 and Sports Authority Field at Mile High from 2011–2017). Prior to that, they played at Mile High Stadium from 1960 to 2000.

171.8

average overall requests per game using 24/7 Software Request Tracker

30%

of initial incident reporting calls done via 24/7 Software Incident Management Mobile Apps

250

24/7 Software Incident Management Mobile Apps deployed to ushers, roam teams, and supervisors

Retiring the Four-Button Pager

Before using 24/7 Software, the Denver Broncos were getting by with a four-button pager used to transmit information between their guest relations ushers and the upper command center.

"We were experiencing intermittent transmission errors, and not all the information that we needed was getting to our command center efficiently or at all," explained Tetrick.

"The single buttons that could be pushed were Supervisor, Medical, Security, and Housekeeping," continued Tetrick.

The Denver Broncos would then dispatch the correct party to the location if or when the information was received by the command center.

"We would not truly know the extent of what was taking place until we could get someone with a radio to that location," shared Tetrick.

The Denver Broncos were hoping to find a software that could cut down the steps related to all processes and be reliable on game day and during events.

"Our ideal system would allow the ushers and security staff to report an incident based on exactly what was going on so we could better document the incident and get appropriate parties dispatched quicker to the location," explained Tetrick.

According to Tetrick, the Denver Broncos were also looking to increase the information Tetrick and other staff were receiving, and then translate it into better reporting on the backend.

"The NFL requires the Denver Broncos to submit a Fan Conduct Report after each game. Originally, the information had to be taken out of our previous software, and then we created the report," shared Tetrick.

"We were hoping to find a software that would have the ability to create the report for us efficiently," continued Tetrick.

"We were experiencing intermittent transmission errors, and not all the information that we needed was getting to our command center efficiently or at all."

Pat Tetrick, CVP | Director of Guest Relations | Broncos Stadium at Mile High | Denver Broncos

Collecting More, Accurate Data & Information

The previous software the Denver Broncos used worked but was not designed for the application and needs of the operation.

"We were looking for software that had been catered to an Incident Command System," explained Tetrick.

"While we were able to get by for many years using the previous software, we wanted to find a better means of data collection and to solve the issues we were experiencing with intermittent transmissions stemming from the four-button pagers," continued Tetrick.

At the time, the Denver Broncos had recently added 1,400 Wi-Fi access points, which provided an opportunity to use devices with Wi-Fi capabilities.

"We wanted to continue to collect more data and use the information to better our operation," said Tetrick.

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Searching for an Industry-Tested Software Solution

The most important criterion the Denver Broncos were looking for in a software product was that it had been industry tested – used by other NFL teams and organizations.

“We valued the feedback we received from our contacts at other venues and teams,” shared Tetrick.

The Denver Broncos were looking for an easy-to-use product, a solution for the issues they were having, and one that allowed the Denver Broncos to better their customer service to anyone attending an event at Broncos Stadium at Mile High.

“The first step we took as an organization was to talk to our counterparts across the different professional leagues,” explained Tetrick.

“After we found current competent users like us, we visited their operation and saw how they used the system firsthand,” continued Tetrick.

“We sent two employees to the 24/7 Software User Conference to continue dialogue on how the product can improve our stadium's operation after we knew we were interested in the software and it could provide a solution to the issues we were facing,” shared Tetrick.

The Denver Broncos were aware of other systems that might have been able to help improve their Incident Command System and had possible solutions for their problems.

However, the Denver Broncos believed 24/7 Software understood the needs and wants of the industry far better than any other software company, leading to the development of software that could maximize the Denver Broncos' operations performance.

“We felt 24/7 Software had the industry experience we needed to support our initiatives, from the ease of the system to the devices that could be used with the system. That's one major capability helping to sway our organization to 24/7 software,” said Tetrick.

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Many Reasons for the Choice

"We chose 24/7 Software over the competitors for many reasons," shared Tetrick.

"The modules were easy to set up and use, the staff at 24/7 Software is friendly and responsive, and the recommendations from other organizations to name a few," continued Tetrick.

For the Denver Broncos, 24/7 Software's platform solves many of the issues they were previously having, and 24/7 Software continues to provide new capabilities the Denver Broncos never thought of or could conceive before their choice.

"We found the solutions to our problems and the possible longevity of the relationship as the most attractive piece of the decision when selecting 24/7 Software," said Tetrick.

"There were many other factors, but this was the most important to us," continued Tetrick.

"The modules were easy to set up and use, the staff at 24/7 Software is friendly and responsive, and the recommendations from other organizations to name a few."

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Many Results to Validate the Choice

The Denver Broncos have experienced many benefits using 24/7 Software's platform, including better ease of use of an implemented software solution, better tracking of information through reporting, and a clear separation between an incident, request, and activity.

"Another benefit is the communication and relationship that we have built with the 24/7 Software team," shared Tetrick.

"They are very responsive and open to new ideas to help our team be successful," continued Tetrick. When asked for specific results the Denver Broncos have seen from implementing 24/7 Software, Tetrick did not hesitate by sharing five important results.

1. 250 24/7 Software Incident Management Mobile Apps deployed on Apple iPod touch devices to ushers, roam teams, and supervisors;>
2. 13.90% decrease in 24/7 Software Incident Management System (IMS) call volume from Year 1 to Year 2;
3. 30% of initial incident reporting calls done via 24/7 Software Incident Management Mobile Apps;
4. 42.4 average wheelchair requests per game via 24/7 Software Request Tracker; and
5. 171.8 average requests (e.g., guest relations, housekeeping, and general maintenance) overall per game.

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Long-Term Process Improvement

24/7 Software helps the Denver Broncos continue to improve important business processes.

“The software allows us to use the data we collect to improve operations now and into the future. We are tracking the difference from our current season to the next season, and gaining valuable insight,” explained Tetrick.

Tetrick shared three examples when asked if he could elaborate on what data they look for to address areas for improvement and optimization:

1. “Are staff correctly using the 24/7 Software Incident Management Mobile App?”
2. “What are our response times?”
3. “Can we better improve our reporting process?”

“Anything that we can do to not only make it easier for the staff to use the devices but also to help improve our processes will save our organization time and money for years to come,” shared Tetrick.

“And that’s the peace of mind you cannot expect to pay for or gain from working with any other software company,” continued Tetrick.

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