

About Hamilton Academical FC

Hamilton Academical FC (“The Accies”) are a Scottish football club from Hamilton in South Lanarkshire who compete in the Scottish Premiership.

Established in 1874 from the school football team at Hamilton Academy, they are the only professional club in British football to have originated from a school team.

The Challenge

Only selected areas of the Club’s stadium, New Douglas Park, were connected to the existing phone system and the 40 staff found it difficult to reach colleagues located in other parts of the facility.

Even simple, everyday tasks had become challenging and customers often struggled to reach the correct member of staff. Improving call handling was a crucial feature for the new system, to allow customers to get in contact with the Club quickly and easily, and receive the information they need. Staff also required the ability to better manage high call volumes at peak times.

The existing system was old and needed upgrading to a system that had capacity for expansion, allowing room for the Club to grow as investment is made in new facilities.

The Solution

Hamilton Academical chose the iPECS eMG80 as it offers an easy to use, professional-looking and robust system. The eMG80 could be installed on the Club’s existing infrastructure, with a few additional Cat5 points installed to widen the reach and allow for the addition of a new office and support facilities at the stadium.

The iPECS system has enabled staff to better manage their communications and service delivery to customers, and they can now communicate in a more efficient way and collaborate with colleagues more effectively.

The iPECS will allow the Club to grow and add on more extensions in locations such as the youth academy and commercial department, which are becoming increasingly busy areas of the Club.



We’re already seeing a positive impact on everything from simple day-to-day processes through to the way our team communicate with our customers and with one another.

Colin McGowan
Chief Executive, Hamilton Academical



Key Features

- iPECS eMG80 call server
- 15 extensions
- LIP-9000 series handsets
- Auto Attendant
- Integrated voicemail