

# BRINGING SPORTS INTO THE CALL CENTER: FANTASY TEAMS

Ryan Ples – Assistant Director, Maryland Fund for Excellence  
Tell-a-Terp Call Center University of Maryland, College Park

# My History with MFE

- Student Caller
- Supervisor
- Lead Supervisor
- 2 Internships
- Assistant Director



# History and Evolution of the Fantasy Team Concept

# Fantasy Sports 101

- ❑ In league of 10-12 people and each person has their own “team”
- ❑ You draft players on to your team
- ❑ Can trade, add, drop players
- ❑ Get points based on performance of team members



# What about the Sups?



- Supervisor tasks became routine
- Minimal motivation for supervisors
- Lack of ownership in the program
- People pulling different weight among group



## The AHA! Moment Occurs

During a Fantasy Basketball draft

# The Original Tell-a-Terp Fantasy Teams

Semester 1

- Had a draft at beginning of the semester of returning callers
- Each supervisor was responsible for hiring callers who would be on their team
- Team that raised the most money each month won a pizza party

# Semester 1 – “Ehhhh”

## Pros

- ❑ Made sups competitive with each other
- ❑ Made callers competitive
- ❑ Everyone pulled weight with hiring

## Cons

- ❑ Not much incentive for sups still
- ❑ No long term incentive
- ❑ Besides having a team, nothing really changed for sups

# Let the Evolution Begin

Semesters 2 and 3

- Implementation of lead caller position
- Supervisor bonuses
  - Fully staffed team by x-date = \$100
  - Fully staffed team by semester's end = \$100
  - End of semester totals \$100 for 1<sup>st</sup> place \$90 for 2<sup>nd</sup> place \$80 for 3<sup>rd</sup> place, etc....

# Semesters 2 and 3 – “Getting Better”

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## Pros

- Plenty of incentive for supervisors
- Lots of competition every shift
- Sense of pride and ownership in program increased

## Cons

- Mass hiring close to due date  
compromised talent
- Lead caller minimal involvement
- Nothing visual to show progress of teams

# Almost There

Semester 4

- Supervisor Point System
- E-mails and Meetings
- Lead Caller involvement
- Adjust hiring bonus
  - When each night is fully staffed (35-38 callers),  
sups are eligible for bonus
    - \$40 for every \$10K, your team raises
- Addition of Terp Raising Society

# The Supervisor Point System

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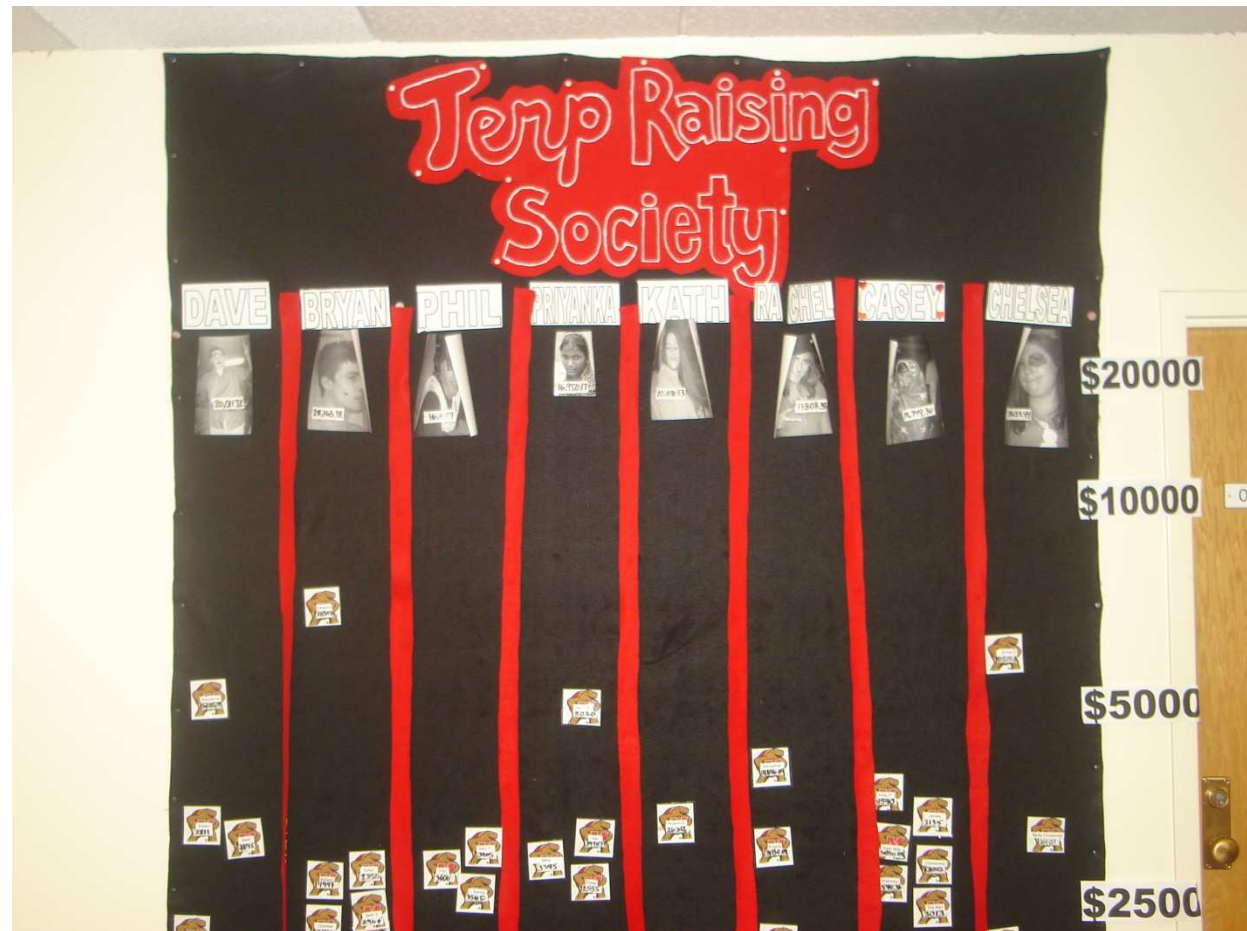
- Extra motivation for supervisors to do extra. Top 2 performers at both middle and end of semesters got dinner on me. Example of items that earned points:
  - Meeting with Fantasy Teams – 1pt per attendee
  - E-mail fantasy team with Ryan CC'd – 2pts
  - Terp Raising Society – 1pt for each level each member achieves
  - Supervising a \$10K shift – 10pts
  - Thinking of a new game – 5pts
  - Polo shirt to shift – 2pts

# Terp Raising Society

Separated  
by team

Names and  
dollar  
amounts  
written on  
individual  
turtles

Team total  
written on  
supervisor's  
picture



# Semester 4 – “Winning Combo?”

## Pros

- Visual Incentive for both sups and callers
- Quality of callers hired
- Lead callers involved

## Cons

- Supervisor points started off so-so but progressed
- Not many in person team meetings

# Where we are now...



- Draft at beginning of semester
  - First round picks being lead callers (unanimous decisions)
- Sups interview and hire their team members
- Teams to be around 12
- Room needs to be fully staffed each night for sups to be eligible for bonuses
  - \$40 for every \$10K their team raises
- Monthly pizza party to best performing team
- End of semester sup bonuses \$100-\$40

# Continued Expectations from Sups

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- E-mail communication with Ryan CC'd
  - ▣ Announcements, scripts, updates on calling pools, etc..
  - ▣ Motivation, highlight caller performances, update on stats
- Keeping lead caller involved
  - ▣ Instill sense of ownership with lead caller
  - ▣ Constantly ask for feedback and observations

# Benefits

# For the Callers

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- Allows them to belong to a team within a large group
- Easy to get to know other callers
- Puts them competitive with others in the room
- Allows them to have a group they can look to for substitutes

# For the Supervisors

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- Gives the sups the experience of managing a smaller team within the large team
- Sense of ownership over the program
- Keeps them competitive with each other
- The money doesn't hurt either

# For Me

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- Get information out fast and to everyone
- Ensures we are fully staffed on time and with quality callers
- Watching the students get competitive and take pride in their work is rewarding
- So is joining in each pizza party every month  
😊

# Contact Information

## Ryan Ples

Assistant  
Director

Maryland Fund  
for Excellence

Tell-a-Terp  
Call Center

301.405.7759

[rples@umd.edu](mailto:rples@umd.edu)

