

# Retail

solutions



it's about **YOU**

# Retail communications

## the challenges

### Meeting the retail need

Mitel® offers an advanced IP-based Integrated Communications Platform (ICP) that enables the delivery of voice, video and data over a single network. This combined network enables retailers to take advantage of new approaches and solutions that are key to improving business efficiencies and ensuring customer satisfaction.

1 Your employees are busy serving in-store customers, the phones are ringing unanswered; will missed calls result in missed sales opportunities?

Mitel IP Telephony features enable outstanding customer response. For example, maximize response time by enabling a single call to be sent to multiple sales associates simultaneously.

2 Communications costs between head office and retail outlets continue to escalate. With continued expansion, will more stores result in more expensive line charges?

Eliminate charges between stores and from stores to corporate by directing calls across the Wide Area Network (WAN). Consolidated line charges for phone, fax and credit card authorizations offer even more savings.

3 A customer is in a rush and has a question about a particular retail product. The sales associate is uncertain if any are still in stock. The customer needs a quick answer.

Using wireless, web-enabled Mitel phones, associates can be contacted anywhere in the store or warehouse to quickly answer pricing or stock inquiries and consequently help close the sale.



4 Head office needs to solicit, discuss and distribute weekly updates from its regional managers concerning chain-wide as well as individual store activities and promotions. How do you keep everyone in the loop?



A Mitel IP-based communications system using audio and video conferencing enables highly cost-effective and extremely flexible audio and video conferencing between remote locations at the touch of a phone button.

5 As a national retailer, your customer service contact requirements vary dramatically from season to season. How do you manage?



With Mitel's contact center scheduling, you'll be able to plan ahead for seasonal requirements. Mitel's IP-based networking enables you to add remote agents quickly and easily to address unforeseen needs.

6 A cashier is helping his friend get a "free deal." How do you prove it?



IP-based digital video recording solutions integrate with Mitel platforms to give you video proof that complements your point-of-sale records.



# Powerful retail communications solutions



## Enhanced communications – your key to success

As a retailer, you're under constant pressure. On the one hand, business costs must be kept to a minimum, on the other, the pressure to provide outstanding customer service has never been greater. Striking a balance between the two is critical for success. That's where Mitel can help.

Mitel is helping retailers succeed with a suite of powerful solutions that combine voice, video and data over IP to improve your responsiveness to customers, provide greater efficiency across the business, and dramatically reduce communications costs.



## You benefit in many ways

Mitel helps reduce the cost of installing state-of-the-art communications at new and older stores, and provides the flexibility to update legacy phone systems across the chain at a pace to suit your business.

Benefits include:

- Reduced communication and management costs
- Improved information exchange through intuitive communications, conferencing and collaboration tools
- Increased customer loyalty and revenue through improved marketing messaging and responsiveness
- Rapid access to sales associates through easy-to-use retail telephony features
- Meeting customer demand 24/7 with scalable, flexible contact centers that can be set up with agents and associates at any location
- Improved staff productivity via a full range of wireless and wired IP phones that provide access to information and applications from anywhere in the chain
- Efficient access to information for both associates and customers through speech-enabled inquiry systems
- Improved operations and loss prevention monitoring with networked digital video recording

# The advantages of integrated IP communications

Mitel solutions provide value to retailers by addressing their concerns to enhance chain-wide communications and reduce costs; improve responsiveness and customer service; and, enhance employee productivity in the store, warehouse, distribution center, head office or when teleworking.

|               |  |
|---------------|--|
| →             |  |
| Shopping List | <ul style="list-style-type: none"><li>• Centralized management</li><li>• Smaller footprint</li><li>• Reduced cabling</li></ul> |

## Reduce communication costs across the chain

For chains that have hundreds of stores located at various points across the country or around the world, incurring public network charges each time a store needs to communicate with head office is costly. The IP-based Mitel Integrated Communications Platform (ICP) enables retailers to direct calls across the WAN saving up to 25 percent on public network charges. Expensive line charges for phone, fax and credit card authorizations are consolidated for even more savings.

Further savings are realized through the consolidation of system management and maintenance, which can account for the majority of the ROI (return on investment) for distributed retailers.

The introduction of IP wired and wireless phones provides more flexibility to retailers in updating and reformatting stores, as well as a 35 to 45 percent reduction in cabling costs for new store builds.

- By implementing toll-bypass alone, one Mitel retail customer with over 200 stores estimates they will save approximately U.S. \$2.7 million over five years
- Audio and video conferencing can also be directed across the WAN, eliminating external conference charges
- Centralizing the network can reduce IT working hours by up to 80 percent
- The compact design of the Mitel Integrated Communications Platform saves rack space by up to 90 percent

But it's not just about reducing costs. The Mitel platform is also designed to meet future requirements and to provide the flexibility retailers need to add applications at a pace that meets their changing business requirements.



- Shopping List →
- Audio conferencing
  - Video conferencing
  - Unified messaging
  - Teleworking

## Improve chain-wide communications


Maintaining regular communications with a diverse workforce that are located in offices, stores, contact centers or at home is of paramount importance. Marketing managers need to ensure that branding is consistent across the chain. Store and section managers need to be kept up to date with the latest corporate information such as chain-wide promotions and compliance with health and safety regulations.

An IP-based retail communications system enables fast and flexible communications via audio and video conferencing, e-mail or simple voice and text messaging, to ensure the right information is quickly passed to associates whether they are in the store, at the office or on the road.

With Advanced Unified Messaging, store managers can access and manage e-mail, voice mail and faxes by phone, e-mail and web interface or by using speech commands. Section managers can gain a unified view of all message types from their e-mail while at their desk in the back office through Standard Unified Messaging. Regional managers remain informed and productive at their home office with the same voice and video communications they have at head office with Mitel's teleworker solution. And associates across the store network enjoy seamless connectivity and feature parity.

Mitel's video conferencing, at the touch of a phone button, is easy and simple to initiate between head office and stores. In addition, digital video recording over IP enables merchandisers and regional managers to "virtually" visit stores, homing in on sections to discuss such as local store and product layout – with the added bonus of reducing time-consuming visits and travel expenses.



|   |   |
|---|---|
| Shopping List  |   |
|   | <ul style="list-style-type: none"><li>• Advanced telephony for retail</li><li>• Speech-enabled</li><li>• Custom development</li></ul> |

## Increase customer loyalty and revenue

### Improve responsiveness

As a retailer, you understand that a missed call can result in a lost customer opportunity. Depending on the nature of the retail business, it has been reported that customers who call the store in advance can spend up to five times as much when they come in to the store. These customers are ready to spend and quick response times are paramount to defining their experience. Mitel's IP Telephony features allow retailers to maximize response times with:

**Sales Associate Reach** – where a number of sales associates within a department are called at the same time, enabling whoever picks up the phone first to answer the call thus reducing wait times for customers.

**Sales Associate Login** – which enables sales associates to log into any phone as a department member, enabling customer calls to be automatically distributed to the right people.

Additionally, you can leverage your customer's time on hold using the Mitel **In-store Promotions and Music On Hold** feature. This enables individual stores to change the music, or promotional message, as often as they like without incurring additional costs.

### Improve customer access

By providing customers with speech-enabled access to the store through Mitel's Speech Server, a customer can be put directly through to a sales associate in the department they wish to speak to simply by saying the department or product name.

Alternatively, custom speech-enabled applications may be developed through Mitel Custom Development services. Such applications could provide speech-enabled access to order-entry and order-status systems, reducing the number of calls being handled by the store operator or contact center and improving response times for customers.



|                 |                       |
|-----------------|-----------------------|
| Shopping List → |                       |
|                 | IP Phone Selection:   |
|                 | • PDA                 |
|                 | • Wireless            |
|                 | • Teleworking         |
|                 | • Hotdesking          |
|                 | • Inexpensive options |

## Improve staff productivity and responsiveness in stores

Mitel provides a range of IP phones and appliances to help improve productivity and ensure fast and efficient customer response. With seasonal churn and a large number of part-time staff, retailers need to ensure that staff on the shop floor can quickly adopt communications. Mitel fulfills this need with easy-to-use phones that include speed dialing and familiar keys. Store managers can use a Mitel "PDA phone" for in-store access to phone and data from their PDA. The PDA synchronizes with their PC when they're in the office. Warehouse managers or in-store customer service staff can be provided with web-enabled phones to access data on inventory and customer orders.

Wireless phones enable staff anywhere in the store to answer queries, whether from in-store associates who are inquiring about pricing or from customers calling in to the store for stock availability. This can significantly reduce the amount of abandoned in-bound calls leading to increased sales and more satisfied customers. Mitel's wireless IP phones offer an Open Architecture Interface, which enables applications such as inventory control, point-of-sale and security systems to send text messages to the wireless handset displays.

Hotdesking capabilities let retailers service many associates with a small number of phones, while enabling associates to apply their extension and profile to any nearby phone.



Shopping List

Contact Center:

- Reporting and scheduling
- Remote agents
- Call recording
- Advanced ACD skills-based routing

## Coordinated customer service across multiple channels

As retailers extend their business via online ordering and mail-order catalogs or adopt new in-store technologies such as kiosks, handling communications through these channels, while improving responsiveness to the individual customer becomes even more of a challenge. To facilitate business through these channels, Mitel provides a range of contact center solutions that provide everything from simple responses to customers at the store level, to handling customer inquiries by phone, fax and e-mail via central or distributed contact centers.

### The flexibility of distributed contact centers

One of the advantages IP networks offer is to enable contact center agents to be accessible anywhere on the WAN 24/7 (at the home office, store or contact center). This not only allows you to expand your hours, but provides a flexible solution to address peak call periods that can occur suddenly during special promotions. Moreover, with Mitel's scheduling and reporting solution, you can identify changes to traffic patterns early on, ensuring that your centers operate under maximum efficiency with real-time adherence. Finally, call recording can be used in conjunction to measure the levels of customer service within your centers.

### The power of centralization

As a national retailer, you also need to ensure a consistent level of customer service. With a centralized contact center, customer inquiries can be directed to product or department specialists to better address customer needs.

In cases where customers need further reassurance, such as with specialized in-store inquiries on finances and after-sales service, customers can view the contact center agent through a live video link at a store kiosk.

## Reduce fraud, shrinkage and improve security

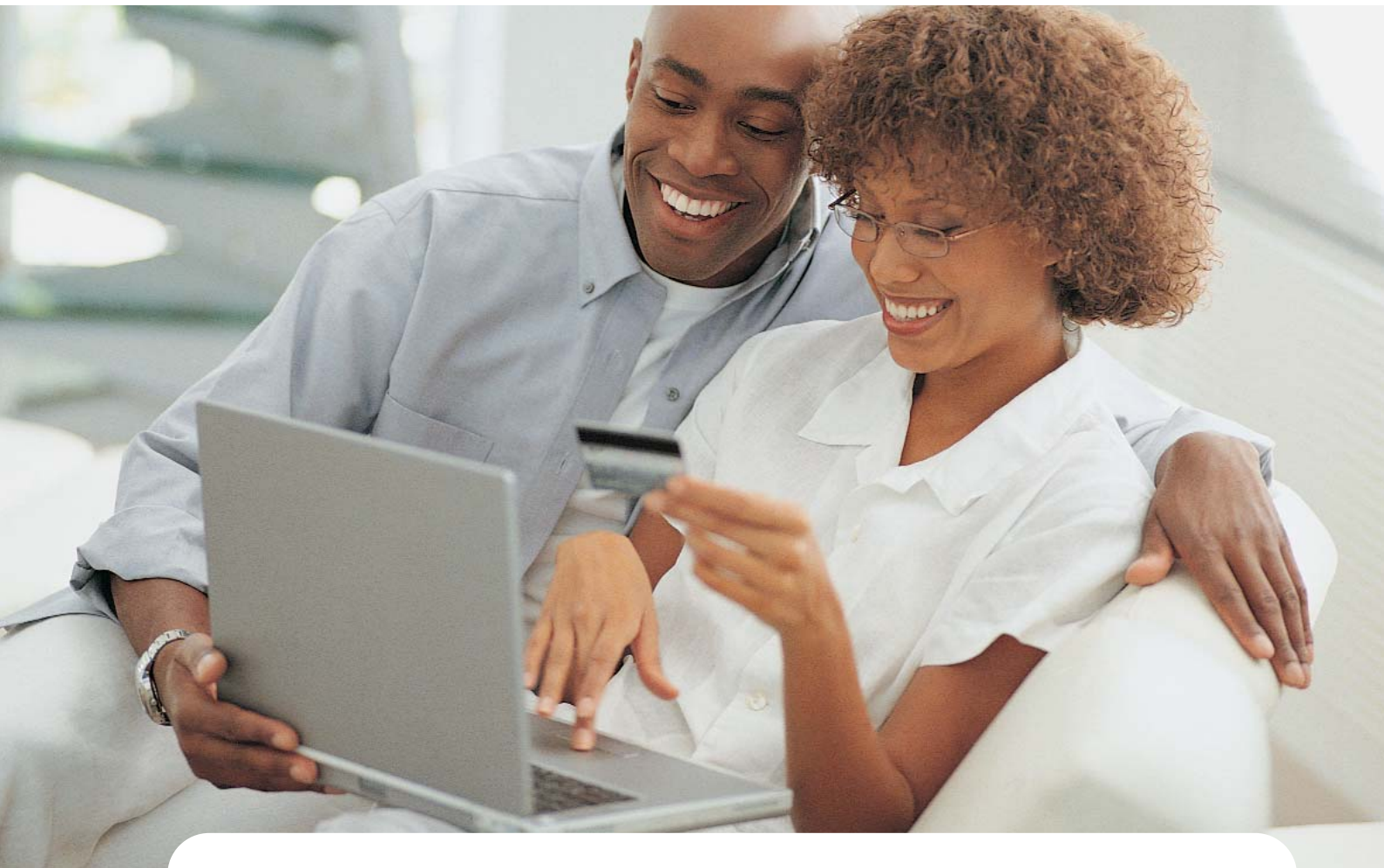
Retailers lose about two percent in annual sales to shrinkage. Detecting shoplifting and fraudulent transactions at the point-of-sale as part of a centralized security strategy is becoming increasingly important in efforts to drive down costs. Digital video recording linked with data captured at the point-of-sale helps field security officers and centrally based loss prevention managers to monitor and speed up the identification of fraudulent transactions. In addition to traditional surveillance monitoring, third-party IP applications are available that enable a refused credit card authorization to trigger a text message. The message is transmitted immediately to security personnel via their wireless handsets, discretely summoning them to the check-out area.



Don't Forget

- Reduce communication costs across the chain
- Improve chain-wide communications
- Increase customer loyalty and revenue
- Improve staff productivity and responsiveness in stores
- Coordinated customer service across multiple channels
- Reduce fraud, shrinkage and improve security





## Integrated communications that can transform your retail business

Mitel's integrated approach to communications is transforming the delivery of retail services, providing the foundation for superior customer service and increasing efficiencies.

## Designed to protect your investments

Mitel Retail Solutions offer an intelligent migration path to IP adoption. To protect our retail customers' present and future investment in technology, our intelligent evolution philosophy is designed to ensure that retailers can evolve, update and migrate their communications solutions over time and at their own pace without disrupting or replacing the existing infrastructure. Flexible and expandable, Mitel Retail Solutions are outstanding in their ability to integrate old and new, so you can future-proof and build your system based on your own migration path.

In addition, with 30 years' experience developing telephony solutions, Mitel has the acumen and proven abilities to tailor features to meet specific retailer requirements.

MITEL  
it's about **YOU**

Companies don't make decisions, people do. That is why Mitel is leading the way toward a new and more personalized approach to communications for enterprise and small business. Our innovative solutions, applications and desktop appliances enable you to access, process and control your communications and information naturally, simply and efficiently. Our solutions allow you to collaborate over distance and time and to interact with your customers, colleagues and partners as never before. By combining the power of voice, data and video over converged high speed networks, Mitel provides you with flexible and personalized tools that let you leverage the latest advances for personal and organizational advantage.

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GD 7189 PN 51007797RA-EN