

BT WHOLESALE HOSTED CENTREX VERTICAL USE CASE

RETAIL

Challenges

- Competition from online and high street stores lead to intense pressure to reduce and manage costs.
- Retailers must provide a consistently high experience across all channels – multiple stores, online and call centres.
- Employees struggle answering calls promptly while simultaneously assisting in-store customers.
- Difficulty separating out calls about store hours and products. Old PBX systems make it hard to screen out calls from competitors collecting current pricing information.
- A need for real-time communications across multiple sites.
- Disparate, multi-vendor PBX estates cost more to maintain and result in an inconsistent image.

Solution

- Wholesale Hosted Centrex's (WHC) Auto Attendant routes incoming calls to the correct staff or to information about operating hours, reducing caller wait times.
- Calls can be routed to staff based on their expertise so they can assist customers in the store. The external CLI feature lets employees know when competitors are snooping.
- For multi-store retailers, WHC enables calls to be answered within a few rings by staff anywhere, on any device. With Calling Line/Name presentation, calls can be answered in the correct manner, e.g. knowing which store the customer called.
- Call Detail Records let retailers review after-hour calls, returning them the following day avoids losing business.
- The Push-to-Talk feature enables staff to use their phones as intercoms and communicate instantly between extensions.
- Using Wi-Fi, the UC Office App is an alternative to DECT cordless phones – staff use their own device. The App serves as a virtual desk phone in their pocket – free internal calls, plus at-a-glance presence availability status of colleagues.

- In-store Wi-Fi can also be used by customers to research their desired products.
- On-site cordless solutions can help in communications, e.g. warehouse staff asked to deliver stock to the customer in store.

Benefits

Improved customer service

- A phone system that reflects commitment to providing the best customer experience.
- HD voice is crystal clear so cuts out mistakes based on lack of hearing the customer and calls are answered within a couple of rings.

Increased productivity

- Group Call Handling and Unified Communications Apps on mobile devices, tablets and desktops help speed the flow of communications across a retail organisation.
- Extending Cloud UC services to other organisations in a retailer's supply chain speeds the communications flow across the entire value chain.

Consistent service experience

- WHC enables a consistent image and service experience across all stores, e.g. retailers can provide the same on hold message to customers calling in at any store.

Rapid deployment means business as usual

- Setting up the service and plugging the desk phones into a data network is quick and easy, ensuring the retailer can get on with serving customers.

Reduce costs

- Consolidating the "voice estate" to a single provider has proven cost advantages.
- Free calls between all staff and companies lowers the monthly telephone bill.

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