

Business Intelligence

Customer phone calls are a valuable source of business intelligence that you can use to manage your business more effectively



Most business executives wouldn't dream of letting a valuable asset sit idle. Yet, in the retail industry, the business intelligence buried within customer call data is an asset that is widely under-utilized. By responding quickly and appropriately to intelligence revealed by customer calling patterns, you can enhance customer service, fine-tune staff productivity, increase sales and optimize your facilities infrastructure. The challenge is to find a solution that measures the performance of the call-handling infrastructure across your network for individual locations, departments and individual agents. As it turns out, all it takes to really listen to the voice of your customers is the right communications solution.

FIND THE FORGOTTEN CHANNEL

We all know that aggregated customer call data can provide rich business intelligence. Yet in these days of razor-thin margins, the voice channel is largely overlooked as a source of information because of the shortcomings of the legacy communications infrastructure that is typical in most retail businesses.

As a result, most retail organizations have little or no visibility into their customers' calling experience. They have no idea of who called, when they called, where they called from, which store or department they tried to reach, or if a call was answered or was met with a busy signal. Such information would be of great value in allocating staff and stocking inventory, evaluating marketing programs and optimizing the communications infrastructure itself.

Unlike the Web and point-of-sale sales channels, which are well-suited to quantify incoming traffic, the traditional telephone systems

common in the retail industry were not designed to meet the challenge of managing incoming traffic in a multi-store environment.

Lacking such vital information, many retail organizations are operating "blind" with respect to the actual voice of their customers. They cannot quickly evaluate the success of a particular store or department, or a new campaign or special offer. Worse, they can't detect problems in the calling environment until the problem is visibly affecting customers and undermining business; nor can they readily evaluate the impact of corrective action.

The cost of ignoring this forgotten sales channel is large. For example, studies of retail environments show that 20% to 30% or more of all inbound customer calls are likely to fail. Callers may experience long hold times, excessive transfers and be connected to associates who are unable to answer questions, because the call has been misdirected or because the right associate is busy.

Business Intelligence

MAXIMIZE THE VALUE OF THE VOICE OF THE CUSTOMER

Now envision a new category of communications solution — one that enables your infrastructure itself to listen and intelligently respond to many routine customer calls. Imagine further that the solution also provides detailed, real-time reports on all customer calls across a large, multi-site enterprise.

InstantOffice from Vertical Communications is designed to achieve all of these goals by consolidating voice, data networking and voice-enabled applications into a single integrated platform. It is standards-based, runs over the data network, and scales to accommodate retailers with hundreds or thousands of stores.

InstantOffice proactively serves the caller by supporting powerful voice-enabled applications that respond directly to routine inquiries, offloading them from busy in-store associates, or distributing them to the appropriate associates and managers. In addition, InstantOffice provides a radical series of unprecedented business benefits by collecting and aggregating customer call data for thoughtful and thorough analysis. Examples:

- Customers can complete purchases 24/7 using their telephone or PC, keeping your doors open for business long after they are locked for the night.
- You can immediately identify and resolve call management problems at the department, individual store or enterprise-wide level on the basis of call completion rates, busy answer, and hang-ups.
- Conversely, managers can recognize and reward good performance, as revealed by consistent call patterns and by examining call recordings across your entire network of stores or view data at the level of regions, individual stores, departments or even specific employees and phone lines.
- You can optimize staffing levels and increase agent productivity in response to the identification of peak calling periods and most frequently called stores and departments.
- You can reallocate trunks and lines and eliminate unnecessary infrastructure costs on the

basis of call traffic monitoring and analysis.

- You can guide business planning and investment decisions with more assurance by understanding the customer experience in detail.
- You can conveniently manage your communications infrastructure with surgical accuracy, including upgrades and moves, adds and changes from one location.

A SOLID FOUNDATION TO BUILD ON

The Vertical InstantOffice platform is a field-proven solution already deployed in thousands of retail stores. It provides a strong and flexible foundation on which to build converged solutions. For example, by unifying voice, IP and data networking, Vertical is “ready for IP when you are,” but does not force you to commit to a pure IP environment.

InstantOffice includes comprehensive voice services, robust IP-PBX capabilities, a VoIP gateway, voice mail and automated attendant. These capabilities are integrated with powerful data networking functionality, including secure Internet and Ethernet connectivity. A wide range of voice-enabled applications are available off-the-shelf. Custom solutions are facilitated by our open standards-based environment, which offers investment protection for existing resources and “future-proofs” your solution. You can leverage new technologies as they emerge — or when it makes sense for your organization.

ABOUT VERTICAL COMMUNICATIONS, INC.

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes — from small to large and distributed — and include CVS/pharmacy®, Household International and Apria Healthcare. Vertical is headquartered in Cambridge, Mass. and delivers its solutions through a worldwide network of systems integrators, resellers and distributors.

Do the math for a typical retail chain...and see what you're missing!

Number of stores:	1,000
Calls per day/store:	x 300
Days per year:	x 365
<hr/>	
Total calls per year:	109,500,000
Typical failure rate:	x 30%
<hr/>	
Failed calls per year:	32,850,000



“ Every call failure is a lost opportunity to increase store traffic, average market basket and customer loyalty. ”



One Memorial Drive, Cambridge, MA 02142
www.vertical.com 800-914-9985

0203-0001-0106