



# Retail Connect

## Improved Customer Service for Increased Profitability

Managing store operations has never presented more challenges than it does today. Not only are your customer's expectations for informed and efficient service at an all-time high, but you face increasing pressure to find ways to manage operations and employees more efficiently to increase profits.

Finding the right solution can differentiate your company from the competition, strengthen customer loyalty and foster better employee satisfaction and retention.

## The Retail Connect Solution

Retail Connect is a joint solution by Cisco, the market leader in Unified Communications (UC) technologies, and VoiceRite, an innovator in specialized retail software applications. It consists of Cisco UC technology products and phones and the Retail Connect software, which integrate with customer databases and invoicing systems. Retail Connect was developed to maximize the significant advantages of Cisco Unified Communications and the specialized capabilities of the VoiceRite applications.

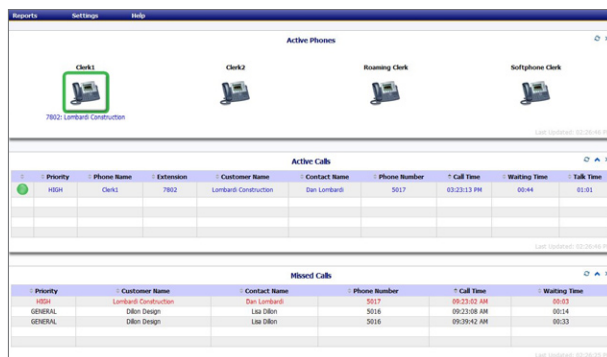
This solution is ideal for retailers with

- retailers with over 50 branches or stores
- a significant amount of business coming from incoming telephone calls
- the desire to provide high-touch customer service
- the need to identify priority customers

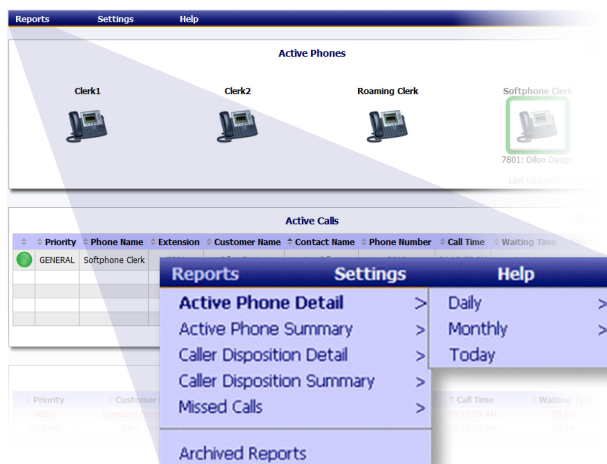
Additionally, because of its ease of integration, retailers with CRM and order/invoice management databases already in place can begin taking advantage of Retail Connect very quickly.

Retail Connect gives retailers

- higher revenues through improved customer service and increased operational efficiency
- the ability to identify priority customers and improve management of incoming call processes
- an opportunity to differentiate themselves from their competition by offering advanced customer assistance



### Management Dashboard

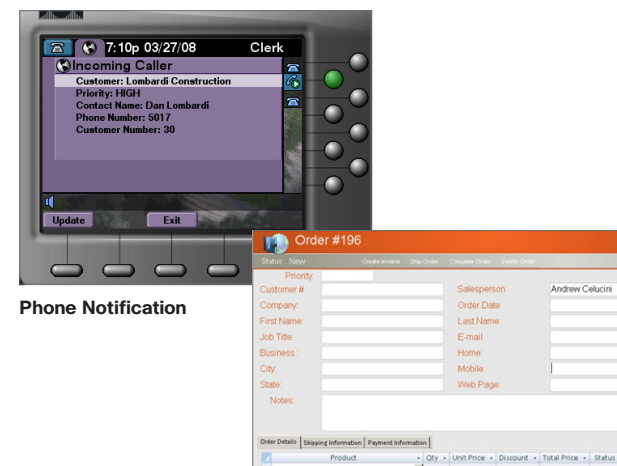


### Management Reports with Drop Down Menu

## Designed to Maximize Productivity

Retail Connect delivers features that benefit your customers and employees, plus the solution includes capabilities that allow you to better manage operations for improved performance.

- Distinctive ring and flashing buttons identify priority customers
- Phones instantly display customer data, including name, company, priority level, phone number and other information
- Call notifications pop up on PC terminals
- The real-time management dashboard shows active calls and missed calls with priority color coding
- The management dashboard also produces historical reports, including successful calls, missed calls and wait time
- Specialized call treatments can be programmed by priority level and can include automated announcements and music on hold
- Content can be broadcast from a central location to phones or groups of phones



### Phone Notification

### PC Notification Pop-up



## Retail Connect

### Transform Your Customer Service Today

If you are focused on improving call efficiency, decreasing customer wait times and call abandonment rates as well as boosting revenues through enhanced opportunities to upsell, consider Retail Connect. With its ability to prioritize calls, your employees can provide the best service to your best customers, be more productive and experience greater job satisfaction. And its advanced management capabilities give you the tools you need to excel in today's highly competitive retail marketplace.

### For More Information

Visit [www.cisco.com/web/strategy/retail/uc\\_pdt.html](http://www.cisco.com/web/strategy/retail/uc_pdt.html)