

Retail Solutions

for MiVoice Office 250



Today's retailing environment has never been under more pressure. On 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.

MiVoice Office 250 in Retail

MiVoice Office 250, provides retailers with communications and collaboration software and services to allow the flexibility and simplicity needed to support today's competitive and ever changing multi-channel retail environment. The fully featured, application rich communication solution ensures retail staff can focus on the needs of customers, drive efficiency across the business and allow operations staff to reduce unnecessary costs often associated with delivering exceptional levels of customer service.

Shopping list

[STAR – Flexible Routing](#)

[Meet – Me Conferencing](#)

[Twinning](#)

[Teleworker](#)

[Staff Presence](#)

[Agent Reporting](#)

[Music – On – Hold](#)

[Simplified Management](#)

[Instant Messaging](#)

[Multi-Media Blending](#)

[Automated Announcements](#)

[One Number](#)

Overcoming retail challenges

Your employees are busy answering the phones while in-store customers are waiting for assistance; will customers leave the store without making a purchase?

Simple call routing allows questions relating to opening hours, store locations and job application requests to be routed to call announcements. This ensures store staff are free to assist purchasing customers.

Store Managers need to solicit, discuss and distribute daily or weekly updates concerning important store updates on stock levels, sales figures, stock recalls and promotions. How do you keep everyone informed?

Audio conferencing enables highly cost-effective and extremely flexible conferencing between remote locations removing the need for expensive outsourced conferencing costs.

Your In-store staff are mobile and need to ensure they can be contacted by customers and colleagues. How do you avoid them having to return to a checkout or the customer service desk to take a call?

Using a wide variety of telephone handsets including SIP, IP-DECT or incorporating a smartphone twinned with a deskphone means staff are never out of touch when walking around a store

Customer loyalty and customer attraction is a critical success factor with specific targets associated with call answering.

Formal or Informal contact centres can be set-up and simply administered to better route calls and provide intelligent information about expected wait times or position in queues.

You are targeted with reducing IT costs and simplifying administration associated with communications.

MiVoice Office 250 provides a complete suite of productivity enhancing tools out of the box as standard. This reduces installation, maintenance and ongoing administration while also ensuring valuable store space is not wasted on providing room for large amounts of servers.

Reduce communication costs across the chain

For chains that have several smaller stores deploying telephony does not need to be expensive or difficult to manage. MiVoice Office 250 Teleworker solution allows handsets to be deployed in smaller stores at a fraction of the cost of deploying individual systems. All locations can be centrally managed, reducing support costs.

Improve communications

Maintaining regular communication with a diverse workforce across stores, offices and contact centres is of paramount importance. Embedded applications and integration with Mitel MiCollab allows retail workers to:

- *Set-up ad hoc Meet-Me conferences or initiate fully featured Audio, Web and Video conferences*
- *Enhance the smaller store Teleworker solution by using Hot-Desking to overcome lack of desk space in stores*
- *Use Instant Messaging for quick questions to colleagues*
- *View presence of co-workers who maybe travelling or working in other store locations*
- *Have both their mobile phone and desk phone ring simultaneously (for employees who may be merchandisers or in a buyers role twinning their desk and mobile phones)*

Increase customer loyalty, improve responsiveness and drive revenue growth

Missed calls can result in lost revenue and even more worrying lost customers. In the majority of cases customers only have a few reasons to call a store; When are you open? Where are you? Do you have the product I want on the shelf? How do I apply for a job?

To avoid missing important calls or leaving in-store customers feeling abandoned while you are on the phone, intelligently route calls to the most appropriate location or answer point.

Scheduled Time-based Application Routing (STAR) allows multiple ringing plans automatically varies how inbound calls are routed depending on time of day, day of week or specific dates. STAR is ideal during busy periods when bespoke announcements can be played. Additionally, real time call queuing notifies callers of their estimated time to answer or their position in the



queue ensuring that no-one hangs up without knowing when they can speak to a sales associate. And if customers do find themselves waiting in a call queue file based music-on-hold allows promotional messages to be played while they wait.

Coordinated customer service across multiple retailing channels

Your Contact Centre is often the primary interface for customers to access your organisation. If service here is excellent not only can you nurture customers but deliver operational efficiencies associated with call-handling. MiContact Centre Office:

- *Empowers customers to be served by telephony communication or by email with multi-media blending*
- *Drives agent and supervisor productivity with detailed agent reporting and advanced call routing based on time, date, call volume or number of available agents*
- *Provides historical and real-time reporting allowing your retail business to optimize system resources and determine the best use of employee time*

