



# Raising the Value of Retail Communications

Retailers deliver a consistent, stellar customer experience at every touchpoint with communications technology tailored to their specific workflow and needs.

## Challenges You Might Be Facing

- **Consumers demand fast, personalized service in every channel.**  
To remain competitive, exceptional customer experience via telephone, chat, social media and self-service is a must.
- **But the phone still counts.**  
Customers frequently prefer to speak with live humans to untangle issues, which means call centers need to be at continuous, peak efficiency.
- **Weak links aren't welcome in the supply chain.**  
Any breakdown in communications with suppliers, distributors and other vendors ultimately impacts customer relationships and brand reputation.
- **Proactive businesses win and keep more customers.**  
Automation anticipates customer needs more efficiently, for example, by letting customers know a product's in-stock before they drive to the store.

## 5 Questions You Should Ask

1. **What's the total cost of ownership for a typical retail customer?**  
How do you define a typical retail customer?
2. **How's the service quality?**  
Will voices be clear? Can inquiries easily be routed to the correct subject matter experts?
3. **Do your features match the demands of my customers?**  
Can the system support omni-channel strategies? Can conversations move seamlessly from chat to telephone?
4. **How flexible is the system?**  
Can it scale quickly, easily and inexpensively?
5. **Is your system forward-looking?**  
Does it offer video capabilities? What integration options and pre-set capabilities are available?

## How the Right Communications Can Drive Results



### Provide a stellar customer experience

A retail-focused workflow tailored to your particular business will elevate your communications and enable your team to focus on exceeding consumer expectations.



### Match the flow of business

A flexible communications technology enables you to easily adjust capacity for busy seasons.



### Improve profit margins

Adding new phones or features should be more of a task than a project. By reducing the need for IT resources, your total cost of ownership is lower.

"Deployment went flawlessly and it was very affordable. Mitel provides all of the features we need now, and it leaves us the option to add capabilities later."

Randy George, Director of Technology Operations, Boston Red Sox