



OVERVIEW

Online, on the phone or in the store, Avaya delivers the Intelligent Communications capabilities retailers need:

- Wireless phones for sales associates to handle their communications from anywhere on the sales floor.
- Mobility solutions that keep managers in touch—using their cell phone as their office phone and putting softphone capabilities on their laptop.
- Customer applications that work on wired or wireless IP phones and devices.
- Advanced call routing and multimedia contact center capabilities so customers are treated right at every touch point.

The Power of Intelligent Communications in Retailing



Top retailers around the world rely on Avaya to deliver proven, industry-leading Intelligent Communications solutions to drive sales and enhance service.

Retailers are on the frontlines of today's digital, "always-on" consumer revolution.

Easy access to product and price comparisons, and the knowledge that a competitive offering is just a click away, empowers consumers with more leverage and resources than ever before.

To succeed, today's retailer needs to focus on enhancing the quality of every customer interaction—and take nothing for granted.

Even having the customer inside the store is no longer the advantage that it once was. A slight delay in in-store communication (e.g., not getting a timely response from a sales associate) can send a customer back on the street and into the arms of a competitor.

Retailers are leaders in IP¹

That's why retailers are using the new communications technologies based on IP telephony. Whether the customer is online, on the phone or in the store, IP telephony will provide enhanced communications capabilities that can keep the customer engaged and ready to buy.

The power of IP Telephony is in evidence throughout today's retail environment:

- It's at work in contact centers where agents move seamlessly between the phone, instant messaging, live chat and other tools—whether the agent is working inside a traditional contact center or at home.

¹ According to Forrester Research, the retail and wholesale trade sector has the greatest level of IP telephony adoption among enterprises. The State Of Enterprise Telecom And Network Adoption © 2006, Forrester Research, Inc. June 26, 2006.

- It's there inside the store where customers use strategically placed IP phones to get information, request help or even complete transactions. In turn, the associate can use IP-enabled, in-store wireless devices to communicate with experts who have the right answers.
- IP Telephony is at work making retail executives more productive—enabling them to turn their cell phones or laptops into a desk phone.
- And IP telephony is what makes it possible to embed communications capabilities directly into business processes, such as inventory management, using high-level, composite Web services.

Enhancing retail processes and customer experiences

Avaya Intelligent Communications solutions go beyond basic connectivity and make it possible to use communications to enhance retail processes and customer experiences.

As both a global leader in IP-based Intelligent Communications and a leader in the implementation of retail communications solutions, Avaya is uniquely positioned to deliver these capabilities.

Avaya retail solutions at work today for Tiger Online (see the sidebar) and many other retailers and wholesalers provide powerful demonstrations of the advanced capabilities that Avaya can deliver right now to enhance the customer experience.

The new, IP-based sales and service center

Handling sales and service requests quickly, accurately and cost-effectively is critical to building a better customer experience. Avaya delivers intelligent call routing capabilities that minimize hold times, quickly delivering the right call to the agent best equipped to handle it, regardless of where the agent is located.

A variety of databases can be integrated with agent desktops so agents are equipped with real-time access to customer buying history, current inventory, product comparisons and other information to make them better able to build sales, cross-sell and deliver faster service.

Web and voice portal self-service systems can be integrated into the contact center, so inquiries and transactions begun via the Web or a voice portal can be resumed by a live agent, right where the customer left off.

Agents can work from any location and still be centrally managed—providing stores with cost-effective options for providing 24/7 sales and service capabilities. Separate contact center facilities can be integrated into a single virtual operation, pooling agents to minimize customer wait time and routing the caller to the facility and agent best able to address the call—based upon not only the customer need, but also upon the retailer's segmentation of that customer.

Transforming the in-store experience

A fully integrated Avaya Intelligent Communications solution offers numerous opportunities to transform the in-store customer experience.

Surveys show that customers will actually abandon a sale when they can't find the right help. Retailers are leveraging their IP phones and wireless devices to provide customers with product, price and inventory information. Customers can request assistance from store or remote associates and initiate communication when appropriate. They can even use their credit cards to complete transactions without waiting on check-out lines.

Wireless-enabled mobile workers

Because most retail employees are mobile, intelligent communications capabilities can greatly increase productivity.

- Store managers can use any phone and simple speech commands to manage messages and perform communication functions, such as conferencing, directory access and calendar management, regardless of their location. They can also set their cellular phones to ring simultaneously when their office extensions are dialed, resulting in fewer missed calls and faster customer service.
- Sales associates equipped with wireless phones and other communication-enabled wireless devices can work with customers, never leaving their side while they communicate with others to fulfill the customer's needs and answer questions. Help requests from call boxes can be received by associates as they move throughout the store.

- Avaya Intelligent Communications solutions also support more effective prioritization/management of communications—customers can directly call specific store associates who are best able to serve them. Other calls can be routed to an IVR or centralized support group for optimal service.

Responding to changing sales conditions

Retailing is a fast-moving industry—being unable to respond to a surge in customer demand for a hot product is not a place retailers want to be. Monitoring the supply chain and averting stock-outs call for real-time communication capabilities. That's why Avaya provides a way for retailers to integrate communications capabilities into business processes through customizable Web services.

Retailers can use Avaya Communications Enabled Business Processes (CEBP) to add event-driven, intelligent communications capabilities directly to

inventory (and other) applications. When a potential stock-out in a particular store or warehouse is recognized through a bar code, POS or RFID system, it can trigger an automated replenishment message or automatically initiate live conversation if that is the most expedient way to handle a situation. Managers can monitor the progress of responses towards resolution.

Avaya IP Phones

Avaya retail solutions take advantage of the latest Avaya IP Telephones. With a large color display and sleek, contemporary look, the Avaya phones are both visually impressive and able to support sales associates, managers and customers in handling a wide array of transactions.

Deploy quickly, scale easily, manage effectively

Avaya gives you the tools to rapidly deploy communications to new store locations, without the need for highly trained, on-site personnel. Special Avaya deployment features include:

- A streamlined ordering process that integrates pre-installation configuration and production to deliver a virtually ready-to-use platform directly to your store location.
- Simple ways to create pre-configured profiles, including a powerful Web-based Profile Assistant, simplifying and speeding system setup.
- Program Management and staging implementation services help ensure store communication systems are available on time and with the highest level of quality.
- Centralized management tools can lower your total cost of ownership. Stores can make changes once and apply them to hundreds or even thousands of locations, for example, when store hours change during the holiday season.

Security and flexibility

Shoppers need the assurance that their communications are private and protected. Any breach that would allow confidential customer information to be divulged would be devastating to a retailer. The Avaya architecture is designed to help provide secure, encrypted communications between all endpoints and throughout the system without sacrificing performance.

Avaya Retailing Solutions in Action

TigerDirect is a computer and electronics retailer with a large online presence and several physical stores. The company has six call centers. They are linked together and powered by Avaya Communication Manager, the industry-leading IP telephony software, which enables TigerDirect to serve thousands of customers every week. The company also uses home-based agents to serve customer needs.

TigerDirect handles up to 60,000 calls on average per week from its main contact center in Miami, Florida—a figure that spikes to over 100,000 during the crucial end-of-year holiday season.

IP telephony lets TigerDirect cost-effectively add agents during the holidays and helps ensure customers are routed to specialists based anywhere, even if they work at home. This also helps ensure that calls made to stores can be quickly sent to contact center agents, freeing up in-store associates to concentrate on shoppers.

“Avaya knows IP, but they also know how it applies to our business as an online and brick-and-mortar retailer that places a priority on top-notch customer service,” says Henry Rey, telecommunications manager for TigerDirect. *“Their broad expertise makes it easy to implement IP telephony and keeps us fast and flexible so we can keep the focus on ensuring customers are satisfied via any communications channel, over the phone, online or in stores.”*

Avaya enhances the flexibility of retail communications through its embrace of open standards and multivendor interoperability. For example, Avaya's use of SIP (Session Initiation Protocol) allows you to easily take advantage of greater flexibility in development of communication-related applications/systems, leveraging Web services and SOA.

Over 4,000 DevConnect partners worldwide enable Avaya to incorporate the latest innovations in emerging technologies to provide you a retail solution that uniquely supports your company, employees and customers.

Learn more

The robustness, reliability and security of its IP telephony solutions have made Avaya a global leader in communications.

Many retailers count on Avaya and its partners for secure, leading-edge network infrastructure and reliable voice and data applications that help set them apart in the marketplace.

For more information about how Avaya can help you enhance your communications system, please visit www.avaya.com or contact your Avaya Client Executive or Avaya Authorized BusinessPartner.

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.



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