

Enhanced Telephony Deployment for the Retail Sector

Whether you have Senior Management responsibility across the business or you've a specific responsibility within Retail Marketing, Customer Service, IT/Telecoms or Finance – TeleWare has something for you:

Optimise Advertising Spend	Track the response to your advertising through reports based on the telephone number of your caller. Use the reports to optimise advertising and improve market understanding.
Improve Customer Service	With our automated call handling solution, your business is always open for telephone callers, improving customer service yet reducing overhead costs. And because you can readily update the way in which calls are handled, you're able to ensure your solution always stays up-to-date to cater for any special promotions or other changes in business needs.
Increase efficiency of services while managing or reducing overheads	Using the telephone to provide automated provision of accurate and timely information on issues that concern the customer, such as the progress of a home delivery, or the lead-time of out-of-stock items, can yield a competitive advantage.
Reduce operational costs and increase green credentials while improving communications	Large retail organisations will, typically, use a number of different solutions for internal communications – PMR, DECT, WiFi and mobile phones. Replacing your current internal communications systems with a single low power mobile solution can not only deliver an improved service but also lower your ongoing overhead costs.
Cost savings on moving phones due to shop refits	Some retail outlets have significant expenditure on moving and reconfiguring handsets. Using a TeleWare private mobile network solution with GSM handsets enables these moves to take place without any cabling or configuration changes.

Intelligent Communications

Increasing Retail Performance and Profitability through Enhanced Communications

Our technology can help you **increase** your organisation's **profitability** on today's reducing margins. Many of our solutions are available on a monthly charge with **no up-front cost** and offer a **return on investment** of less than 12 months.



The 'changing face of the high street' is one of the most important challenges facing retailers. **Improving processes**, establishing better **customer satisfaction**, creating **cross-selling** opportunities, improving **quality of information** available to individuals and departments, and improving **visibility and performance** are rated very high in terms of exploiting investments. Innovation is essential.

Retail Customer Service

Improve Customer Service with Automated Call Handling

Despite the popularity of the Internet, the telephone remains the preferred method of contact for many customers, particularly when dealing with issues or concerns - so a good caller experience is vital.

An automated call handling solution, implemented correctly and readily updated as necessary, offers major benefits for customers and retailers alike:

- Open to telephone callers 24/7
- All calls answered promptly in a consistent, professional manner
- Callers never get the 'busy' tone
- Peaks in call volumes handled without requiring additional staff
- General queries - store opening times, location, parking, special offers - can be answered with pre-recorded announcements, ensuring callers quickly receive concise, accurate information and freeing staff for calls requiring a personal touch.

With our automated call handling solution, you can readily update the way in which calls are handled, without requiring specialist technical skills and without expensive consultancy or professional service costs. You are able to ensure your solution always stays current and caters for any special promotions or other changes in business needs. Using a web-based interface, call handling applications are easily developed from a set of building blocks. Once you've tested your application and are satisfied with it, you can immediately deploy it in a 'live environment.

Great customer service and lower call handling costs for the retailer – it's a win-win situation.

Quality and Timely Information for Customers

In a highly competitive market such as retail, the perception of the consumer swiftly impacts on the profitability of the business. Providing a high quality service with accurate and timely information on issues that concern the customer, such as the progress of a home delivery, or the lead-time of out-of-stock items, can yield a competitive advantage.

TeleWare provides customised applications, integrated into the retailer's backend database, to create solutions that automatically call customers when predefined parameters are met. For instance, to offer delivery options and record customer choices based on simple telephone keypad entries.

Such solutions increase customer service without incurring overhead costs by removing the need to personally phone customers and are capable of handling high volumes of calls.

Retail Marketing

New Communications Solutions Help Maximise the Return on your Advertising Spend

National advertising campaigns offer cost advantages over a series of local campaigns, but are you able to track their effectiveness at a local level?

We enable location-based reporting to help you achieve more efficient use of budgets and gain greater visibility of the return on investment at a local level.

With a telephone call as your *Call to Action*, we can route nationally advertised phone numbers (e.g. 0800) to the caller's local store, based on the number they're calling from, providing you with call statistics to measure advertising effectiveness at a local level.

For more complex campaigns, callers could be presented with a local menu and their call routed with reporting supplied based on their choices. For example, for a specific national advertisement, you could see the number of callers selecting home furnishing, electrical goods or the food department at each store.

Retail Telecom/IT, Management and Finance

Reduce Operational Costs and Increase Green Credentials

Replacing your current internal mobile communications systems with a single low power mobile solution can not only deliver an improved service but also lower your ongoing overhead costs.

Large retail organisations will, typically, use a number of different solutions for internal communications – PMR, DECT, WiFi and mobile phones. Apart from the penalty of relatively high ongoing overhead costs in supporting multiple technologies, such solutions will, typically, suffer from technical issues around patchy coverage, poor battery life and the relatively high cost of replacement handsets. A low power GSM system offers a green alternative, reduces ongoing costs and resolves these deployment issues.

Our Private Mobile Network solution provides cost savings by consolidating multiple in-store wireless communications systems into one low power, easy-to-manage and technically superior solution. Based on low power GSM technology and using standard mobile handsets, our solution allows better coverage and lower emitted radiation providing a greener alternative.

The system can optionally be configured to support external calls, even where no mobile signal is currently available within a building.