



Connecting to your customers

Communications solutions for retailers

Retailers were first to understand the power of customer service. Today, retailers who want the best customer service are relying on communications to help them deliver it. Call centers, wireless communications, computer-telephone integration—these are the customer service tools for today's retailer. Avaya has them all—a portfolio of communications solutions for retailers that are cost-effective, reliable and easy to use.

The customer service challenge

Coaxing buyers, enticing sales, being available 24/7 to meet the needs of both customers and suppliers—these are your daily obligations.

Internet—your ability to differentiate your operation with sophisticated and efficient customer service is the key to helping your business grow. The right communications solution can provide you with this key.



But these tasks are getting more difficult. It's a different market today: customers have more choices than ever before, which makes them more demanding—they want what they want, when they want it. As more and more retailers carry similar products at similar prices—in their stores, in catalogs and on the

Meeting growing expectations

To attract and retain customers, you must use communications to cater to their increasing expectations:

Personalization—When your top customers call, can you recognize them and make it easy for them to get through to the right department? Personalizing relationships promotes customer loyalty, which adds up to repeat business, greater revenue and higher profitability for your business.

Convenience—Are you easy to do business with? Can your customers get questions answered quickly and have access to self-service options and fast,



efficient transactions? Convenient and simple communications are essential for extending your market reach as far as possible.

Availability—When your customers need you, will you be available? Can you be reached 24 hours a day, by dialing one number? Do you have 24-hour messaging announcements, voice response capabilities, and call forwarding? Reaching co-workers and key decision makers at critical times is also important in keeping your business operating and pushing it forward.

Meeting customer needs on the phone

Very often your first chance to attract a customer is over the phone. You need a system you can rely on to help you make a strong impression every time. Calls that go unanswered, or are not answered quickly or professionally, can and will eventually cost you customers, sales and revenue.

Avaya solutions deliver an array of call routing and contact center capabilities designed to meet any need and fit into any budget:

- Auto attendants with clear menu options and enhanced interactive voice response
- Call coverage options to reduce bottlenecks during heavy calling periods and help ensure that every call is answered promptly
- Direct extension dialing so frequent callers can quickly reach the right person or department
- Hunt groups for routing calls to someone who is ready to help
- Inbound “screen pops”, available with Computer Telephone Integration (CTI), that display caller information and history the moment a call is received
- Call center capabilities for as many as 75 agents with comprehensive reporting and management capabilities



Messaging day and night

Messaging systems are critical for extending your marketing reach—for example by providing the 24-hour coverage needed to do business in markets outside of your own time zone. You can even set up your messaging system to notify the person being called that a message is waiting. Every Avaya solution is available with messaging options designed to meet the needs of today's retailers, including solutions that allow you to get all your voice, fax and e-mail messages in a single, unified mailbox.

Handling the routine

It's peak shopping hours, all of your employees have their hands full with customers, and the phone is constantly ringing. Three people call to get directions, two people want the number of your other location and another five want to know when you close. With interactive voice response (IVR) capabilities, you can automate the handling of routine requests like these through your messaging system, relieving the pressure on your staff and freeing up their time to handle more business-critical tasks. Offering your customers self-service options through IVR can enhance the caller experience while improving your efficiency.

Moving around the store

In retail, it is unlikely that anyone stays at a desk all day. You're constantly out on the shop floor, back in the store-room, or traveling between locations. One missed call can mean a missed opportunity for sales or service. With an in-building wireless solution nobody ever has to miss a call, allowing employees the freedom to move about the premises. Avaya wireless options let employees take all the features of their desktop phones with them in a lightweight, high-quality digital wireless phone. Solutions like call forwarding and Cellular Connect give your employees one-number reachability wherever they are—even when they are traveling between locations.

The right communications solution—a return on your investment

The current economic environment has made it imperative for new investments in technology to deliver a rapid return on investment. That's why the communications solution that's right for today's retailer is one that enhances your customer service, while also streamlining business operations.

The call routing, call center and messaging capabilities that are part of Avaya solutions will help you achieve measurable results—reducing hold times and handling higher call volumes without increasing staff. In addition, built-in features for call accounting and call routing will help you keep costs down and control how your communications system is being used day and night.

You may have the best prices and the best products, but your profitability depends on getting the word out. Your communications system can help with 24-hour messaging announcements, voice response

capabilities, fax campaigns, even something as basic as the announcements you play when callers are on hold. With advanced telephony features that enable you to easily reach out to customers, you can make the most of your selling potential.

Avaya solutions meet your needs today and tomorrow

Today, the most important development in communications that will affect retailers is the growing trend to “converge” voice, data and Internet communications in one, integrated system.

Convergence opens the door to a wide range of benefits. For example, you can consolidate all of your communications on one Internet Protocol (IP) network connection and save money. If you have more than one location, you can network your communications and computer systems, saving money and streamlining operations. And you can take advantage of the ability to make calls over a managed Internet service, reducing your calling costs. A converged system also reduces



Call Accounting

Your communications system represents a significant capital investment—it's important to keep track of how it is being used. A record of outbound calls helps you manage your long distance calling costs. And reports on inbound calls help you track the effectiveness of your customer service. These reports can show you what's working and what's not and give you the information you need to keep fine-tuning your solution. And they are also critical for fighting fraud and misuse of your system.

Networking

In retailing, a solution that works in one location is probably going to work in another. Linking your business on a shared network cuts costs, streamlines operations and fosters collaboration. Avaya solutions for networking let you bring all the productivity-enhancing features to every station across your premises, or multiple locations. Share capabilities such as messaging. Create uniform dial plans that allow employees in multiple locations to communicate as easily as if they were in the same place. And by setting up a system that operates the same way in every location, you reduce the learning curve—a key consideration when employee turnover and movement between locations can run high.

Computer Telephone Integration

Many retailers are beginning to take advantage of technology's latest way to improve productivity and customer service by linking the functions of their phones to their desktop PCs. With Computer Telephone Integration (CTI), when a call comes in, the caller's purchasing history and information "pops" up on the screen of a PC automatically. These inbound "screen pops" allow agents to customize their service from the moment they pick up a call. In addition to call center solutions, CTI can also integrate with existing applications and messaging solutions.

administration costs—phones in IP-based systems can be added and moved much more easily

Avaya solutions are specifically designed to deliver all the benefits of converged communications, while letting you grow into convergence at your own pace.

Why Avaya

Every Avaya solution is poised to address the pressing needs of retailers and deliver a real and positive impact on their bottom line. Whether you're a small shop, branch location, or a division of a large corporation, Avaya provides the utmost flexibility for your growing business. All of our solutions offer you:

Ease of use Through years of creating communications systems used throughout the world, Avaya has focused on making solutions easy to use. All Avaya solutions are designed to be simple and intuitive, reducing staff training time.

Investment protection Avaya solutions are designed to integrate with your existing communications infrastructure, support non-Avaya products, and complement other Avaya products, to leverage investments and provide cost-effective upgradability.

Quick start-up Avaya solutions are easy to install and implement, allowing for quicker realization of customer service and cost benefits. Reusing existing equipment also shortens the learning curve for staff and customers.

More standard features Avaya solutions come with more features built-in—Caller ID, call routing, call

Point-of-sale support for retailers

As credit card sales continue to escalate, retailers face potential gains in streamlining the point-of-sale (POS) process for quick, efficient credit and debit card swiping. Avaya solutions are equipped with DTE or USB ports that enable enhanced tip/ring connectivity. This allows you to easily connect credit card scanners and other devices to your system, supporting POS and card payment transactions via fast digital connections.



accounting, calling restrictions—enhancing their value and reducing costs down the road.

Ready for the future of communications Every Avaya solution is designed to help your business take advantage of advanced communications capabilities, from support for DSL and T1 capabilities to cost-saving IP Telephony.

You Can Rely on Avaya

For more information about how Avaya solutions for retailers can benefit your business, contact your Avaya Client Executive or authorized BusinessPartner today or visit us at www.avaya.com

Note: Some feature functionality for this offer is supplied by the Avaya DeveloperConnection Program members, at www.devconnectprogram.com

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications—and distinguished by comprehensive worldwide services—Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

reach
AVAYA
a higher plane
of communication

IP Telephony

Contact Centers

Unified Communication

Services

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