

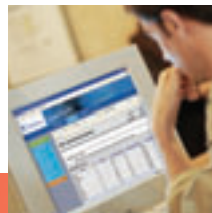
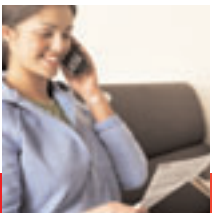
# Retail Telephony Solutions



Leverage the power of your voice channel

Most retail organizations recognize the *importance* of their walk-in and Internet sales channels. Yet there's a third, equally *valuable channel* that many retailers forget: the customer voice channel. Customer calls provide both a rich source of *business intelligence* and an opportunity to deliver unsurpassed service.

Now you can easily tap into this forgotten channel with Fujitsu's *Retail Telephony Solutions*. Featuring InstantOffice® from Vertical Communications, Fujitsu's Retail Telephony Solutions consolidate voice, data networking and voice applications into *a single integrated platform* that can be managed centrally. The benefits to retailers are tremendous: *enhanced customer service*, greater employee efficiency, increased sales and improved operations.



# Retail Telephony Solutions

**Enhance the customer experience** Studies of retail environments show that 20 to 30 percent of inbound calls fail. Traditional phone systems simply aren't capable of managing incoming traffic in large multi-store enterprises.

InstantOffice, on the other hand, helps you effectively route, queue and message customer calls across your entire network of stores. As a result, you dramatically reduce the occurrence of failed calls and improve service to your callers. Employees spend less time handling routine or misdirected calls and more time helping in-store customers.

- Reduce customer hold times, ensure proper call routing, identify 'important' customers and move them to the head of the hold queue, or match an appropriate hold greeting to a specific customer.
- Tailor greetings, prompts, paging and voice messaging for specific departments, so callers quickly find their way to the right resource.
- Route calls based on multiple criteria such as caller input data, time of day and department requested.
- Continually improve the caller experience with powerful centralized reporting and management applications.



**Drive business growth** InstantOffice provides detailed, real-time reports on all customer calls across the enterprise, providing you the business intelligence you need to make sound decisions. Quickly evaluate the success of a particular store or department, new campaign or special offer.

- Detect problems in the calling process before they visibly affect customers and evaluate the impact of corrective action.
- Optimize staffing levels based on peak calling periods and most frequently called stores and departments.
- Take advantage of untapped revenue opportunities by playing special promotions, dynamic messages and virtual coupons to customers on hold.
- Reallocate trunks and lines and eliminate unnecessary infrastructure costs as a result of call traffic monitoring and analysis.

**A fully integrated solution** Fujitsu's Retail Telephony Solutions include industry-leading service designed to relentlessly drive down your operating costs:

- Full staging and configuration services
- Project management and rollout: site shipping, preparation and installation; system implementation and testing; and customer training
- 24 x 365 remote system management, monitoring and technical support
- 24 x 365 on-site field service for equipment repair and replacement

Best of all, Fujitsu's Pervasive Retailing™ Toolkit enables seamless integration of VoIP capabilities with your existing POS software applications, hardware platforms and wireless handheld devices. So you extend the life of your legacy store systems by adding new functionality — with less risk and for a much lower cost than building a new system.

## Defining the value

*To help you determine the value that Fujitsu's Retail Telephony Solutions can bring your organization, we offer our ROI Analyzer. This proprietary tool accurately represents the business value and cost savings related to your investment — and quantifies value along its three main dimensions of how much, how soon and how certain. Be sure to ask for a free demo.*

For more information on Fujitsu's Retail Telephony Solutions, call or visit us today.

800-340-4425 • [us.fujitsu.com/retailing](http://us.fujitsu.com/retailing)

