



Avaya Vantage™ Retail

Avaya Vantage™ provides an enhanced customer experience

Going into a retail store looking for assistance, and being redirected onto a phone call that gets you tied up in the queues for further customer service can turn many customers away. This was the issue a Canadian wireless services retailer was having until they launched Avaya Vantage™ in their retail stores.

The problem they had with their retail stores was that they had no connection to their call centers. They were equipped with stand-alone UC solutions with an average of 6 users per store. With Avaya Vantage™ they were able to connect it to their CC infrastructure to replace their existing UC solutions. This meant less management and less costs as compared to over 400 stand-alone UC solutions.

Avaya Vantage™ gives them a direct connection to their call centers. Currently, they had numerous occasions where the retail clerk had to instruct the customer to call their call center to get further assistance. The customer had to make a call, get tied up in the queues, which increases the odds of them walking away from the store and potentially reducing customer satisfaction as well.

With Avaya Vantage™, their retail clerks can point customers to the device on their help desk that has an easy to use customized GUI. It facilitates a direct connection to agents or the senior management



executive they need to talk to from the call center and get the help they are looking for. On the other end, call centers now know that the call is coming from a retail store and are able to provide priority service levels to these calls.

Overall, Avaya Vantage™ decreased management and maintenance costs for this customer's retail stores. Additionally, Avaya Vantage™ provided an enhanced customer

experience at the retail store level by providing a direct easy to use link to their call centers for agent or senior management executive support.

Challenges Faced

- No connection to the Call Centers
- Lack of seamless communication

Value Created

- Direct connection to the Call Centers
- Decreased management costs for retail stores

Benefits

- Provided an enhanced customer experience