Cisco Collaborative Communications Solutions:
Enhancing Customer Satisfaction

Today's retailers are increasingly focused on enhancing the shopping experience for customers. To successfully compete, managers are re-examining store infrastructures to determine how to boost productivity and cost-effectively improve communication. Organizations are looking for technologies that facilitate effective collaboration by breaking down distance barriers with new ways to share information and enhance discussions, leading to better decisions, interactions, and business growth.

Cisco® Collaborative Communications solutions offer a comprehensive suite of applications including IP telephony, unified communications, rich-media conferencing, and contact center that facilitate efficient and effective interaction between employees, customers, and vendor partners. Designed to help companies migrate from traditional to IP-based communications at their own pace, Cisco's powerful technologies allow retailers choose to deploy the applications they need, when they need them.

These IP-based solutions dramatically improve operational efficiencies, helping to increase organizational productivity and enhance customer satisfaction to create a compelling store environment. Such powerful capabilities are used by retailers to develop new methods for increasing sales—to set up IP contact centers for taking and transmitting "drive-through" orders, or for virtual conferences and training for large workforces. Cisco's converged solutions also result in significant cost savings for retailers. By promoting greater levels of collaboration, stores can achieve measurable return on investment and exceed customer expectations, outpacing the competition with new customer contact achievements enabled by Cisco technologies.

> "With a strong 28 percent planning to begin installation within the next two years (14 percent this year and another 14 percent in two years), we can look forward to deepening penetration of IP telephony in retailing in the next couple of years."
> – Gartner Group/RIS News 2005

Collaboration Enabled by the Cisco Intelligent Retail Network

Cisco Collaborative Communications solutions are built upon the Cisco Intelligent Retail Network, an open network foundation that supports the convergence and integration of different retail applications in order to drive customer satisfaction. Phones, fax lines, e-mails, customer-oriented Internet browsing stations, kiosks—all are supported by an open architecture that reduces the cost and complexity associated with managing multiple and remote sites, meets stringent quality of service (QoS) requirements, and provides optimal availability and security.

Cisco Collaborative Communications solutions enable your organization to implement a single, secure solution to transparently blend multiple communications channels, offering customers the choice of interaction via telephone, Web callback, voice over IP (VoIP), text chat, or e-mail, and providing a consistent experience across the store and its brand.

IP Telephony for Converged Voice and Data Traffic

Cisco Collaborative Communication solutions are based on a single, cost-effective network infrastructure for the transmission of data, voice, and video traffic. A comprehensive suite of IP-telephony hardware and software solutions offers benefits such as increased productivity, greater business flexibility, and reduced operational costs. This suite of solutions integrates with existing systems to support a gradual migration to full IP Communications and to protect your technology investment. It includes a complete telephony infrastructure, from gateways to digital signal processor (DSP) farms; IP phones that combine traditional capabilities with Internet-based content display; the Cisco CallManager processing agent, which extends telephony features to packet devices; and voice software.

Cisco Collaborative Communications Solutions

Improving Employee Productivity and Management

Cisco partners with leading application providers to revolutionize the way employees communicate and interact with retail systems. Applications delivered via durable Cisco IP wired and wireless phones—including time clock and scheduling, HR, payroll, and other business applications—allow personnel to spend less time on routine tasks and more time with customers. Integration with inventory and back-office systems enables employees to immediately access inventory and product information via IP phone, to provide real-time service to customers. IP phone solutions can also be used to provide employee training and management, increasing operational efficiencies and lowering costs. With intelligent communications devices, retailers can improve employee access to critical systems without investing in additional PCs and other expensive devices.

Maximizing Connectivity with IP Contact Centers

Today's successful retailers need to provide a consistent customer experience across their store, catalog, and e-commerce channels. The Cisco IP Contact Center solution delivers a suite of innovative, multichannel services and customer relationship management applications—including skills-based contact routing, voice self-service via the Cisco Customer Voice Portal, computer telephony integration (CTI), multichannel contact management, and call-routing rules—in an easy-to-manage system that allows retailers to quickly adapt to changing business needs. By profiling and segmenting customers, monitoring resource availability, and delivering contacts to the most appropriate destination, this powerful solution extends your service capabilities across the entire organization, leading to a better customer experience

Improving Productivity Through Unified Messaging

Store employees are increasingly inundated with information from multiple sources by e-mail, voicemail, fax, and paper. Cisco Unified Communications solutions unite personal productivity management tools—including the Cisco Unity® solution and Cisco Personal Assistant—to increase organizational productivity and enhance customer care by providing an unprecedented level of communications control. The Cisco Unity application is the premier unified communications solution for enterprise-scale retailers, delivering powerful unified messaging (e-mail, voice, and fax messages managed from a single inbox) and intelligent voice messaging (full-featured voice-mail providing advanced capabilities) to improve communications, boost productivity, and enhance customer service capabilities across the store.

Rich-Media Conferencing for Maximum Productivity

More than 80 percent of retail workers are located at remote sites away from headquarters. Using Cisco's rich-media conferencing solutions, retailers increase competitiveness by involving these associates and store management personnel into day-to-day activities, arriving at decisions more quickly, training associates more effectively, and establishing closer relationships with customers and business partners. This communications suite includes solutions for voice, Internet, and video—including Cisco MeetingPlace®, Cisco Conference Connection, and Cisco IP/VC videoconferencing—based on a converged network and integrated with Cisco CallManager and Cisco IP phones to deliver robust, feature-rich communications across the enterprise. The Cisco IP/VC product family enables videoconferencing over IP networks and integrates legacy H.320 systems—protecting your videoconferencing investment.

Using Cisco Networks to Maximize the Retail Environment

Cisco Systems® understands the needs of today's rapidly changing retail environment. New business requirements are increasing the complexity of technology and data usage while requiring retailers to share information with more suppliers, devices, and applications—exposing the retailer to additional risk. As a result, stores are justifiably concerned about executing on these goals while securely and reliably protecting brand image and assets. Based on Cisco's end-to-end networking capabilities, Cisco Collaborative Communications solutions provide both cost savings and security benefits.

For example, retailers tend to operate numerous phone lines out of each store—some as many as 30 or more—based on a traditional private branch exchange (PBX) system. However, these trunk lines can be costly to upgrade. With Cisco Collaborative Communications solutions, retailers can significantly reduce their costs. Cisco's inherently scalable, flexible, and resilient network architecture is built on an open, standards-based platform. These centralized solutions make voice services and applications easy and inexpensive to implement; they can be built just once at the core and then distributed simultaneously through the network to the retail stores.

Cisco is also an industry leader in network security and provides an integrated plan for the protection of IP collaboration systems that goes far beyond point product solutions. Critical components include privacy via secure connectivity using Cisco IP Security (IPSec) and Secure Sockets Layer (SSL) VPNs to ensure security for WANs and LANs; protection via threat defense systems, using technologies such as firewalls and intrusion prevention systems (IPSs); and control via trust and identity systems, through access control servers and network admission control programs that allow retailers to oversee access to all information. Cisco continues to offer solutions based on industry standards, and continues to work with other leaders in information security to develop solutions that deliver the greatest possible interoperability between organizations.

Partnering with the Networking Leader

By selecting Cisco as your collaborative communications solution provider, you reap all the advantages of working with the leader in networking. The ever-growing base of Cisco retailers, application partnerships, comprehensive offerings, and world-class service and support are transforming today's stores into empowered, intelligent retail environments.

To learn more about Cisco retail solutions, call your Cisco representative or reseller today, or visit http://www.cisco.com/go/retailsolutions.

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