

Spanlink Retail Customer Call Solution

Executive Summary



Partner Designation

- Cisco® Technology Developer Partner
- Cisco Advanced Unified Communications Specialized Partner
- Cisco Unified Contact Center Advanced Technology Provider
- Cisco Unified MeetingPlace® Advanced Technology Provider

Associated Cisco Solutions

- Cisco Unified Communications for Retail

Customer Benefits

- Fast, easy access to product and service information
- Order placement according to individual customer preferences
- Improved service levels
- Centralized PBX, instead of multiple PBXs
- Reduced operating costs
- Greater routing flexibility
- Consistent experience throughout each call

Targeted Industries

- Retail

Geographical Regions Served

- North America
- United Kingdom
- Australia



Spanlink® Communications is a Minneapolis-based provider of customer interaction solutions that integrate all customer touch-points for greater efficiency, increased productivity, and improved satisfaction. Since 1988, more than 3000 call centers worldwide have used Spanlink's industry-leading technology, through easily deployable solutions that are customized for each company's unique business needs. For more information, please visit www.spanlink.com

Partner Solution Description

Spanlink Retail Customer Call Solution: This communications solution integrates customer sales and service call routing in the retail environment, enabling improved, 24-hour customer service and faster order processing.

Based on the Cisco Unified Communications for Retail solution, the Spanlink Retail Customer Call Solution accelerates the flow of information and services, and improves the phone-based shopping experience. When customers call, they get the product and service information they need—fast. They gain the ability to place orders quickly and efficiently, on the terms they choose. And they enjoy a consistent, world-class experience throughout each call, resulting in

improved customer satisfaction and loyalty, giving retailers a competitive advantage.

Core Components of the Spanlink Retail Customer Call Solution

Spanlink CentralControl™: The Spanlink Retail Customer Call Solution integrates Cisco Unified Contact Center system management through CentralControl, a unified, simplified interface to resources and users. Using CentralControl, the Spanlink Retail Customer Call Solution provides:

- A central PBX, eliminating the need for an individual PBX at each call center
- Greater call routing flexibility, as configurations can be made quickly from the central system
- Multiple-site integration without dedicated phone lines and other pre-routing techniques, which can be clumsy and costly

With CentralControl, all resources are managed and allocated centrally. But day-to-day moves, adds, and changes can be handled by individual stores, with CentralControl providing dial-plan integrity. Real-time and historical reporting is available at the store, region, or enterprise level through a web browser. Plus, CentralControl provides automated reports that give unified, real-time views of customer service levels and call routing patterns, and can be used to evaluate system performance and facilitate better management decisions.

With Spanlink's MarketRouting™ solution, when a customer makes a call to a local retail store where service representatives are busy, the call is automatically queued and routed to another location where representatives are available. This process enables a retail organization to answer calls within a few rings, to reduce customer frustration and loss of business. Notes one IS director, "We saw our service levels improve significantly from the moment we turned the system on." For retailers, IP communications makes multisite routing applications more flexible, powerful, cost-effective, and practical to manage and maintain.

Related Cisco Products

To fully implement the Spanlink Retail Customer Call Solution, retail organizations need Cisco Unified Communications for Retail. This solution comprises several IP communications and collaboration products, including:

- Cisco Unified CallManager
- Cisco Unified Contact Center
- Cisco Customer Voice Portal
- Cisco routers and switches
- Cisco Agent Desktop and Cisco Supervisor Desktop

Related Partner Information

- Grainger Case Study

For More Information

www.spanlink.com

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