

## Extend Unified Communications to Mobile Employees Throughout the Store

Cisco In-Store Mobile Voice Solutions Enable Employees to Collaborate Easily, Access Information, and Enhance the Customer Experience.



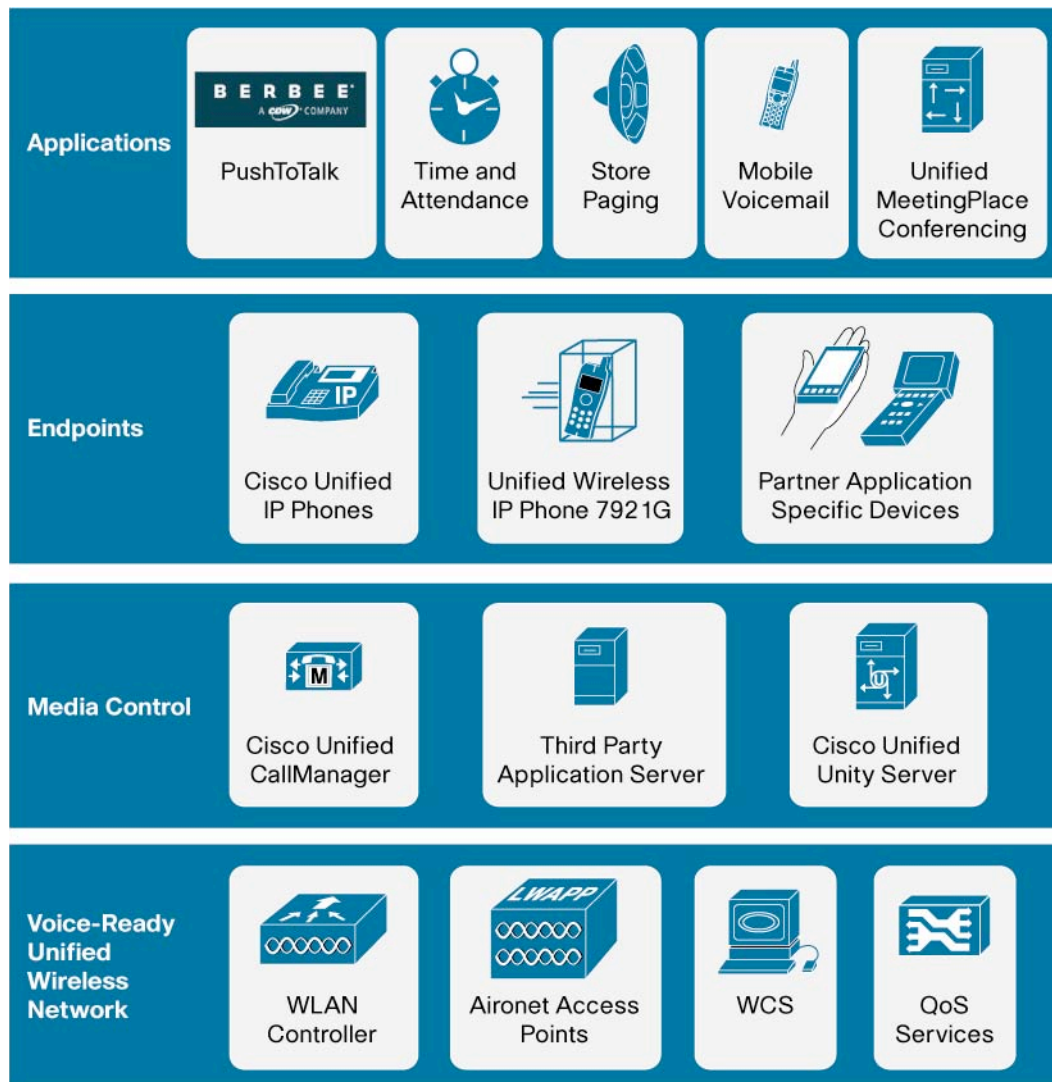
### Executive Summary

Retailers who deliver a superior shopping experience are more successful at attracting new customers and inspiring loyal return patrons. Delivering that superior, unique experience relies heavily on being able to provide excellent service. Every day, employees in retail stores need fast access to information that helps them perform their jobs efficiently and serve customers better. Every day, customers visit stores to find a specific item, browse merchandise, or just spend a few relaxing minutes. And every day, retail managers have important information to deliver to employees across their enterprise. Until recently, it has been a challenge to provide store customers, employees, and management with exactly the information they need, when they need it. Now with In-Store Mobile Voice solutions from Cisco®, retail store employees can stay on the sales floor with customers while easily accessing the information they need and collaborating with other employees.

## Unified Communications from the In-Store Network to Mobile Employees

Cisco® In-Store Mobile Voice solutions combine the Cisco Unified Wireless Network and Cisco Unified Communications for Retail solutions with easily customizable third-party applications. Together, they extend powerful enterprise communication capabilities, wirelessly, from the in-store network to mobile employees throughout the store. Cisco In-Store Mobile Voice solutions enhance collaboration by delivering a unified communication experience anytime, anywhere, over any device.

**Figure 1.** Elements of Cisco In-Store Mobile Voice Solutions



Store associates and managers can use Cisco Unified Wireless IP Phones to:

- Initiate immediate communication with other associates or managers via PushToTalk
- Access voicemail
- Obtain information, such as their work schedule and time worked, access inventory data, or even clock in and out of work, depending on the specific application deployed

### **The Cisco Intelligent Retail Network**

Cisco In-Store Mobile Voice solutions operate on the Cisco Intelligent Retail Network, enabling retailers to quickly implement new strategies that create a unique consumer experience and differentiate their brands. By deploying a solid infrastructure and advanced technologies, you can better sense and respond to individual customers' needs. Built on the Cisco Service-Oriented Network Architecture framework, a Cisco Intelligent Retail Network provides a reliable, flexible, and highly secure platform for delivering the capabilities needed to compete in the world of connected consumers.

### **Partnering for Innovation**

Cisco works with a range of partners to deliver innovative features, such as the Berbee PushToTalk application, which provides simple two-way paging between Cisco Unified IP Phones and Cisco Unified Wireless IP Phones. With Berbee's PushToTalk application, store employees can push a button to communicate with predetermined or ad-hoc groups of colleagues. Employees can view the name and number of the person speaking on the phone display. They can also take a regular phone call and rejoin a PushToTalk conversation when the phone call ends.

Cisco is also working with third-party device vendors, including Nokia, Intermec, Hand Held Products, LXE, SpectraLink, and others, to enable retailers to extend unified communications capabilities to their employees, regardless of the handheld device or network they use.

### **Improve Associate and Employee Collaboration**

In many stores, the information that employees need is often located off the store floor and may require multiple logins to a variety of systems to access. The time it takes an employee to go to each location and wait for someone else to finish using an application or system is valuable time that could be spent with customers. With applications designed for Cisco In-Store Mobile Voice solutions, employees with Cisco Unified Wireless IP Phones can access their voice mail, schedules, time and attendance information, time clock, and other data from anywhere in the store.

### **Ensure Delivery of Timely Information**

Corporate headquarters can send important messages and updates directly to employees and managers on wireless IP phones, and receive confirmation that the information was communicated. Managers have one device through which they can communicate immediately through PushToTalk or speed dial to key contacts within or outside the store. Cisco In-Store Mobile Voice solutions accelerate the flow of information by creating a direct communication channel between headquarters and regions, specific stores, and individuals.

### **Facilitating Secure Collaboration**

Store associates can use PushToTalk with associates in the storeroom, another department, or a manager, without being tied to a desk or having to leave the sales floor. Employees and loss-prevention staff can send and receive alarms immediately through push-to-talk wireless voice, quickly reaching in-store loss-prevention professionals or law enforcement personnel. Cisco Unified Wireless IP Phones deliver voice quality that is superior to traditional walkie-talkies and personal digital assistants, together with state-of-the-art security for all voice communications.



### **Improve the Customer Experience**

Customers who are considering purchasing an item often need more detailed information on products, service, and inventory at the point of purchase. If they cannot obtain more details, or speak immediately with a knowledgeable store associate, that customer is much more likely to leave. Cisco In-Store Mobile Voice solutions can help connect customers quickly with the assistance they need. Cisco Unified Wireless IP Phones can be used as self-service devices to summon an associate or with PushToTalk to speak directly with a call center for expert advice and detailed information. Store associates can immediately connect with knowledgeable associates in other stores to locate additional inventory or gain expert product information. These solutions can eliminate the delays usually associated with finding information and assistance, and help customers make those point-of-sale decisions.

### **Reduce Cost and Complexity**

By unifying network services and applications over a single wireless network, retailers can significantly simplify their communication infrastructures. Voice and data applications are delivered through Cisco Unified Wireless IP Phones, eliminating the need for employees to carry multiple devices. Retailers can reduce or eliminate cell phones and pagers and their associated costs for support and licensing. And because Cisco Unified Wireless IP Phones cannot be used outside of the store, they are less likely to be stolen, which means fewer losses due to theft.

Cisco In-Store Mobile Voice solutions are enabled by the voice-ready, Cisco Unified Wireless Network and integrate with existing IP telephony services. Designed to support mobility services, the Cisco Unified Wireless Network provides the intelligent network services, robust security, and performance required to deliver business-class mobile voice solutions. With little additional effort, you can maximize the productivity of your network and significantly improve your employees' productivity.

## Call Today

Improved collaboration is a critical element of providing an outstanding customer experience—in the store as well as in a call center. Learn more about Cisco In-Store Mobile Voice solutions, and how they are helping retailers enhance shoppers' experiences and improve store productivity. Contact your local Cisco account executive, or visit <http://www.cisco.com/go/retailsolutions>.



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