



EXECUTIVE SUMMARY

Partner Affiliation

- Technology Developer Partner

Associated Cisco Solution

- Intelligent Retail Network including Cisco routers and switches
- Unified Communications for Retail
- IP Phones
- Unified Application Environment

Customer Benefits

- Faster response to customer service requests (incoming calls and in-store requests)
- Improved management effectiveness and increased staff efficiencies
- Increased understanding and management of customer service through performance metrics
- Improved overall customer experience, leading to increased sales
- Increased value from the existing store infrastructure

Targeted Industries

- Retail

Geographical Regions Served

- United States and Canada

Radiana Customer Service Connection Solution

Partner Overview

Radiana, Inc., is an application development and integration company. Headquartered in Irvine, California, Radiana is committed to providing its customers with business-driven solutions designed to increase revenues, streamline operations, decrease costs, and improve the productivity of their most valuable resources. Radiana solutions encompass business elements ranging from enterprise intelligence and application integration to customer relationship management and unified communications applications.

Partner Solution Description

The Radiana Customer Service Connection solution is part of the Radiana Beacon Retail application suite, which includes a group of customer interaction, business intelligence, and productivity applications for the retail vertical market. Specifically designed for Cisco® Unified Communications for Retail environments, the Customer Service Connection solution combines important communication applications to simplify and enhance the way a retailer interacts with customers, its supply chain, and employees. By combining Beacon Retail and the powerful Cisco Unified Application Environment platform, the Customer Service Connection solution gives retailers a robust set of in-store communication tools that can be accessed by a variety of devices, including wired and wireless phones, call boxes, walkie-talkies, wireless scanners, and desktop interfaces. With Customer Service Connection, retailers can:

- Improve store customers' buying experience by providing them with a quick response to service requests.
- Rapidly connect incoming customer calls directly to the most appropriate customer service representative without transferring or placing the call on hold.

- Pinpoint department service requests to individual employees and avoid paging and overhead announcements that disrupt the entire store.
- Track requests and response times to provide improved store staffing and customer service assistance.

Customer Service Connection helps retailers to more effectively support customers and increase per-basket revenues.

Core Components of the Partner Solution

To instantly connect in-store floor representatives with customers requiring assistance, Customer Service Connection takes advantage of Cisco IP phones or innovative Radianta IP call boxes. Unlike traditional call box solutions, Customer Service Connection forwards service request messages to specific individuals in the store based upon their skill set and responsibilities.

The other Beacon Retail modules in this solution include:

- Retail Mobile Connect: Cisco IP voice networks are combined with legacy walkie-talkie platforms, enabling simplified Push to Talk (PTT) between these systems.

- Retail Mobile Manager: This module enables the management of staff and provides convenient access to elements such as department coverage, employee activity, and availability.
- Retail Service Portal: Customers are provided with in-store access to product information, pricing, inventories, and support.

Related Cisco Products

- Routing and Switching
- Unified Communications: Unified Communications Manager, Unified IP phones, Unified Wireless IP phones, Unified Customer Voice Portal
- Unified Application Environment
- Wireless: Wireless access points

Related Partner Information

- Radianta Solutions for Retail:
<http://radianta.com/beaconretail.aspx>

For More Information

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