



## EXECUTIVE SUMMARY

### Partner Affiliation

- Technology Developer Partner
- Industry Solutions Partner Network

### Associated Cisco Solution

- Unified Communications
- Intelligent Retail Network
- Customer Experience Transformation

### Customer Benefits

- Improved customer service and loyalty
- Increased sales and verifiable return on investment
- Reduced costs by streamlining operations and reducing errors
- Enhanced business intelligence and improved decision making
- Increased employee satisfaction

### Geographical Regions Served

- United States and Canada
- United Kingdom and Australia

## Retail Connect

### Partner Overview

**VoiceRite provides leading-edge communications solutions to enterprises around the world. Founded in 1986, VoiceRite established itself as an innovator with one of the world's first fax-on-demand products, and has subsequently been a leader in the field of computer telephony application development. Today, VoiceRite develops and delivers both packaged and custom applications for Cisco's Unified Communications and Customer Contact products. VoiceRite's global presence includes offices in the United States, the United Kingdom, and Australia.**

### Partner Solution Description

Retail Connect transforms the store/branch telephone experience for both customers and sales associates, bringing significantly more value to retail operations. The solution accesses the store's customer information database to identify and flag incoming calls using distinctive ring tones and text-based messages on the Cisco phone screens. By identifying callers before the call is answered, the solution helps retailers provide specialized call treatment or customer service. Retail Connect also helps sales associates handle incoming calls more efficiently by automatically pre-populating point-of-sale (POS) order or customer service forms with customer information, which decreases the time to process orders and increases accuracy. Additionally, the solution provides real-time tools so that managers gain at-a-glance status about staff performance, and can rapidly address any missed sales opportunities or staffing deficiencies. As a result, Retail Connect helps retailers achieve measurable improvements including increased revenues, decreased costs, and improved customer service.

Retail Connect is tailored for enterprises with large numbers of retail stores. Integrated with the Cisco® Unified Communications platform, Retail Connect provides a robust, feature-rich communication solution that is intelligently integrated into the overall business process.

## Core Components of the Partner Solution

Retail Connect consists of a lightweight server application that can be deployed using a distributed or centralized model. It provides localized functionality to individual stores regardless of which deployment model is used. Retailers can manage the system locally or remotely, as desired. Multiple language capabilities facilitate localized solutions for retailers in Europe and Asia.

The Retail Connect screen-pop runs on any Windows-based POS or customer service terminal in the store, and the Retail Connect web-based dashboard provides real-time data about caller activity (e.g., active calls and missed calls with priority color coding). Retailers can generate historical reports that document completed calls, missed calls, customer wait times, and more. With unprecedented access to this information at a local store level, managers can better understand customer behavior and calling patterns to help ensure high-performance customer service and make appropriate staffing adjustments.

## Related Cisco Products

A flexible architecture integrates data and voice:

- Routing and Switching: Integrated Services Router or UC500, with either a Cisco Media Convergence Server or affordable AXP server blade technology
- Unified Communications: Cisco Unified IP Phones (7940G/7960G/7970G wired phones or 7921G wireless phones); Cisco Unified Communications Manager (CallManager) or Cisco Unified Communications Manager Express

## Related Partner Information

- Product information: [http://www.voicerite.com/us/index.php?option=com\\_content&task=blogcategory&id=38&Itemid=134](http://www.voicerite.com/us/index.php?option=com_content&task=blogcategory&id=38&Itemid=134)

## For More Information

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