



ENHANCING
CUSTOMER EXPERIENCE

RETAIL- MULTI-BRANCH



Contact Center adoption in retail is relatively widespread. From driving sales to handling seasonal peaks to encouraging repeat purchases, the use cases are well-proven, but they can be further enhanced.

The ability to leverage deep insights from the plethora of customer interactions across all active channels could drive critical business decisions, based on data, rather than emotion.

UNIVERGE BLUE ENGAGE Contact Center is a trusted and proven solution for all levels of retail from Mom & Pop Shops, to multi chain retail stores, and of course online retailers.

RETAIL - MULTI-BRANCH CHALLENGES:

- › Retail sales demand an “always-on” delivery model, with no room for outages or lack of agent availability
- › Missed calls can mean missed sales; shoppers typically want answers and/or purchases now, and won’t put up with long wait times
- › Customers expect quick access to important information such as location, hours, and unexpected changes
- › Retail has many CRM options in addition to Salesforce: HubSpot, FreshSales, PipeDrive, ShopKeep, Talech, Netsuite, and more
- › Many data points to keep track of – Contact Center needs to be not only easy to add, but contribute to overall reporting
- › Store associates taking payment must do so in a highly secure and compliant manner

UNIVERGE BLUE® ENGAGE

ENHANCING CUSTOMER EXPERIENCE



UNIVERGE BLUE ENGAGE CONTACT CENTER OFFERS:

- › Unsurpassed reliability, with industry-leading uptime and J.D. Power-certified support
- › Structured IVR routing plus call queueing greatly distributes call volumes, maximizing answer rates and minimizing missed calls
- › Calls that are missed are covered with the callback function, which retains the caller's place in line
- › IVRs can play back any combination of messages, including core information but also store specials, upcoming events, and more
- › Integrate Contact Center with nearly any CRM that offers open APIs
- › Extensive real-time, short-term, and longterm reporting, with report customization and scheduling, makes for rapid integration into broader business intelligence activities and helps clearly paint the picture of Contact Center contributions to customer trends
- › Store associates can help step the customer through payment while the entire interaction, from initial conversation through to recording and storage, is fully PCI-compliant

NEC and the NEC logo are trademarks or registered trademarks of NEC Corporation that may be registered in Japan and other jurisdictions. All trademarks identified with © or TM are registered trademarks or trademarks of their respective owners. Models may vary for each country, and due to continuous improvements this specification is subject to change without notice. Please refer to your local NEC representative(s) for further details.

Americas (U.S., Canada, Latin America)
NEC Corporation of America
www.necam.com



Professional Telecommunications Services, Inc.
2119 Beechmont Avenue Cincinnati, Ohio 45230
Phone: (513) 232 7700, www.ptscinti.com