



ENHANCING  
CUSTOMER EXPERIENCE  
**RETAIL-SMB**



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 - SMB CHALLENGES:**

- › Individual stores need to retain control over call routing and on-hold messaging
- › Storefront customer service is the front line, but visibility from a distance can be limited
- › Returns and post-sale support can consume a great deal of staff time
- › Product complaints and issues can be complex and have a lot of "backstory"
- › Modern shoppers often won't settle for voice-only interactions; other communication channels can produce better results

# UNIVERGE BLUE® ENGAGE

## ENHANCING CUSTOMER EXPERIENCE



### UNIVERGE BLUE ENGAGE CONTACT CENTER OFFERS:

- The Retail IVR and Retail Queues functions allow staff to “act as” Contact Center agents – fielding calls from any phone device, without a need for software – and for rapid changes to messaging and bulletins
- Extensive insights into customer service via phone and digital channels, from wait times to live monitoring to detailed reporting
- Use a top-level IVR to get the customer to the returns or support department; a secondary IVR can pull their details and send the context to an agent in the appropriate queue who is then better prepared to address the inquiry
- Using the customer journey feature can help agents quickly get up to speed, with a top-level view of the issue over time, improving satisfaction and resolve times
- Options for SMS, e-mail, and social respect audience preferences and can offer better conversion rates

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**Americas (U.S., Canada, Latin America)**  
NEC Corporation of America  
[www.necam.com](http://www.necam.com)

For further information please contact NEC Corporation of America or:



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