



Industry

Retail

Daily Use

- Interoffice communication
- Workgroup collaboration
- Customer / client interaction

Solution

- Spectralink Wireless IP telephony solution based on the Spectralink DECT solution

Results and Benefits

- Improved customer service
- Every telephone call answered
- Greater customer satisfaction
- Cost savings on reduction of wired telephone lines
- Ease of use and flexibility

“The staff is now able to respond to incoming calls from wherever they are in the store, even with all the ironwork holding up our carpet stands, reception is great. Uninterrupted coverage like that is a great advantage.”

—Erik Løvgren Pedersen
IT Manager, Tæppeland

Tæppeland Improves Customer Service and Sales Performance with Spectralink Wireless Telephony Solution

Seeking a Solution

For any business, missed phone calls can mean missed business opportunities. If the staff is busy elsewhere or if the telephone system cannot handle the number of incoming calls, this can translate into financial loss. This was the case for Tæppeland, Denmark's leading domestic and commercial flooring retailers. With headquarters in Glostrup, outside Copenhagen, a business development site and 38 retail outlets nationwide, Tæppeland was in urgent need of upgrading its telecommunications systems.

IT Manager, Erik Løvgren Pedersen, recalls the situation: “We have very large premises throughout the country, where the staff was often under pressure to answer a ringing phone, while they were either far away from the phone, or engaged with a customer. As 40-50 percent of the incoming calls are customers merely asking for opening hours, diverting sales staff from a sales opportunity to answer these queries was always unproductive and sometimes impossible. We needed a solution.”

The solution came in the form of IP Vision, a local Spectralink value-added reseller. IP Vision consulted communications specialist, Lemvigh-Müller Communication. Lemvigh-Müller analyzed the situation and concluded that a roaming, wireless telephony system was the answer. They reasoned that if sales staff at Tæppeland's retail outlets were equipped with the means to answer the phones wherever they were on the premises, regardless of what they were doing, everyone would be satisfied. Furthermore, potential customers calling the store, would have the option of getting information from the automated pre-recorded message, or reaching an available sales person.

Uninterrupted Coverage

As a result, Lemvigh-Müller had no hesitation in recommending a Spectralink Wireless IP telephony solution based on the Spectralink DECT solution. The Spectralink DECT solution is scalable and therefore optimized for large retail environments. The system is installed directly on the local area network (LAN) and manages a wireless infrastructure comprising an IP interface to the call handler as well as the handsets operated by the system.

The handsets recommended for Tæppeland were the lightweight, ergonomically-designed Spectralink handsets compatible to the DECT (Digital Enhanced Cordless Telecommunications) standard. They offer Tæppeland sales staff all of the features of a wired phone as well as their roaming and hand-over capabilities.

IP Vision started the installation in March 2009 and the system was operational in May.

Erik Løvgren Pedersen explains the set-up: “We installed one Spectralink DECT solution at each of our locations except the Glostrup HQ where the large size of the site, required two servers. There are today 100 Spectralink DECT handsets in use throughout the nationwide operations. The staff is now able to respond to incoming call from wherever they are in the store, even with all the ironwork holding up our carpet stands, reception is great. Uninterrupted coverage like that is a great advantage.”

“The advantage of a hosted Spectralink solution is that it is easy to add new locations and new users onto the system. This scalability and flexibility is a great benefit.”

— Peter Reich, Sales & Marketing Director, IP Vision

A Hosted Solution

Tæppeland also benefit from the central administration of the Spectralink wireless solution and the hosting services offered by IP Vision. Whereas each location was previously served by a public telephone line, all these lines are now gathered into one server hosted by IP Vision. This offers a wide range of benefits including economic savings, and much less support, maintenance and administration.

“The advantage of a hosted Spectralink solution,” continued IP Vision Sales & Marketing Director, Peter Reich, “is that it is easy to add new locations and new users onto the system should Tæppeland ever need to. This scalability and flexibility is a great benefit should business requirements change over the years.”

Central administration also provides a consistent structure for all locations as all benefit from the same feature set. This simplifies the user experience as there is only one place to dial, one place to get account details and one service agreement instead of a separate one for each location.

Improved Customer Service

Perhaps the biggest gain for the flooring retailer is that all incoming calls are now answered promptly. For example, customers, who want a personal response are either directed to a sales representative or to a service message that informs them that everyone is busy, if that is the case.

Conversely, when a prospective customer needs information on the store's opening hours, or location, he can obtain this information from the automated pre-recorded message, and no longer has to wait for an available sales representative.

“Our biggest gain is that we now have a telephony system in place which not only enables us to provide better customer service, but also to communicate with each other inside the company,” reported Erik Løvgren Pedersen. “Furthermore, we have made substantial savings and an almost immediate return on investment by eliminating the cost of wired line subscriptions.”

Bo Jordansen, Spectralink Sales VP for EMEA concluded: “This is the largest Spectralink DECT installation Spectralink has in Denmark and the feedback is encouragingly positive. Users at Tæppeland are more than satisfied with their new telephony solution; they especially appreciate the long battery life and the durability of the handsets.”

To find out how Spectralink can help your organization, visit us at spectralink.com or speak with a Spectralink Account Representative.

Partner

IP Vision
www.ipvision.dk

IPVISION

About Spectralink

Spectralink, a global leader in wireless solutions, solves the everyday problems of mobile workers through technology, innovation and integration that enable them to do their jobs better. By constantly listening to how customers move through their workdays, Spectralink is able to develop reliable, enterprise-grade voice and data solutions and deliver them through a powerful, durable device.

spectralink 
solving every day

Spectralink
2560 55th Street
Boulder, CO 80301
Tel: +1 800 775 5330
info@spectralink.com
spectralink.com