

# Retail chain deploys Spectralink DECT and increases customer satisfaction and revenue



## The problem

A leading UK mobile phone operator was having problems with the personal smartphones used by staff in the branch; they had dropped calls and poor coverage in some locations, which meant calls were not answered or returned, leading to customers complaining about the service and there was no reporting available on what calls had been made or received. Customer service was at an all-time low.

## Why Spectralink was chosen

- Our integration with Cisco Hosted
- PoC proved our coverage and performance, feedback from the store staff was extremely positive
- Spectralink could offer a managed service with AMIE for monitoring and reporting.
- Our solution could cope with very limited bandwidth and offer local survivability to keep stores on the system

## The benefits

- They have been able to focus on their core business of selling contracts and improving customer service because all system problems are taken care of with the managed service proactively and remotely fixing problems
- Calls accurately diverted to the correct branch and contact seamlessly
- Reports on answered & returned calls are now available
- Customer satisfaction on the increase
- The solution has demonstrated increased revenues through happier customers, repeat business, and centralized reports on branch activity.

## Industry

Retail

## Solution

- Spectralink Enterprise DECT for 650 stores
- 639 400 IP-DECT Base Stations
- 1967 7212 Handsets
- One Cloud Cisco
- AMIE
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