

THREE WAYS CLOUD COMMUNICATIONS CAN BENEFIT RETAILERS

IMPROVE CUSTOMER EXPERIENCES, EMPLOYEE PRODUCTIVITY, AND OPERATIONAL EFFICIENCY – ALL WITH ONE COMMUNICATIONS PLATFORM

Retail is a dynamic and competitive space. You need flexible and cost-effective solutions that allow your business to shift as the market demands. You also want your team engaged with customers from the moment they walk into your store to the moment they leave with their purchase.

A fully integrated cloud communications platform goes a long way toward improving customer experience, outreach, and engagement – regardless of whether the customer is in your parking lot for a curbside pickup or walking through your front door. Empower your team to engage with customers from anywhere through any channel, so they spend more time serving customers and less time wrestling with technology. In the process, you'll make customers happier, employees more productive, and operations more efficient.

Let's take a look at three key use cases for retailers – along with the benefits and capabilities needed to implement each.

DELIVER SUPERIOR CUSTOMER SERVICE

Engage in any channel your customer prefers.

Consumers are spending more time online doing research and less time in stores browsing. To maximize every brick-and-mortar interaction, retailers need to transform their in-store experience to ensure superior and responsive service for every customer, every time. This means quick, easy, and accurate answers to in-store questions and minimal hold times for callers. It also means ensuring service calls are efficiently routed to dedicated service professionals, so that your in-store team is free to engage with customers.

With Elevate, your teams are untethered from old technology and can interact with customers across multiple channels, supported by integrated phone, chat, text messaging, SMS, video conferencing, screen sharing, and more. Use our cloud communication system to serve customers more efficiently and effectively via SMS, chat, email, and phone – all within one platform – and provide the seamless digital service and support your customers expect.

Benefits



Engage on any channel

Move easily between integrated phone, chat, SMS, and call center, while minimizing transfers and dead ends with intelligent routing and self-service interactive voice response (IVRs).



Answer queries quickly and accurately

Easily route calls from store to service agents elsewhere for better customer support. Mobile devices let retail employees access relevant product features, return policies, and availability information faster and more efficiently.



Differentiated customer care

Support customers' expectations of a seamless digital journey from first contact to post-sales support, and use data-driven insights to provide the type of differentiated customer care that helps build greater customer confidence and loyalty.



MAXIMIZE EMPLOYEE PRODUCTIVITY

Work from wherever with integrated, mobile communications.

You want your retail team brimming with productivity – whether they're roaming the sales floor, ringing up sales, or responding to important customer inquiries. This means empowering your people to connect with customers and colleagues on any device, through any channel, from any location.

With Elevate, your team can easily connect with prospective shoppers and colleagues. Got a casual inquiry that shifts to a full-blown sales opportunity? Move seamlessly between text messaging, phone calls, and video chats. On the go to get the sale? Answer on the store phone, move to mobile, and then jump to video conferencing to walk the client virtually around the store checking on product, pricing, and promotion. Thanks to our feature-rich set of tightly integrated and intuitive cloud solutions, your team can easily manage call queues, share files, transfer customers, and log important interaction details. Your people will be ready, willing, and able to efficiently answer questions through any channel on any device from any location.

Benefits



Always-on customer service

Never miss important calls or texts—plus, manage call queues and easily collaborate from back office to store floor using our Mobile App.



Increased productivity

Empower a more flexible, effective, and productive team that communicates anytime, from anywhere, and on any device.



Improved responsiveness

Mobile communications allow easy access to information about products, prices, promotions, and stock levels to immediately respond to common customer queries.

IMPROVE OPERATIONAL EFFICIENCY

Easily scale and flex as your business changes.

Just as landline home phones are household relics, on-premise phone systems for retailers are outdated, expensive to maintain, and hard to move.

Investing in a cloud communications platform allows retailers to dramatically increase operational efficiency. If you have plans to expand with more locations, or move locations, or extend your current location's footprint, cloud communications platforms make it easy to scale in a budget-friendly manner without the need to rewire or purchase new on-site hardware.

Benefits



Scale and flexibility

Cloud-based communications platforms are easy to scale and manage. As stores open, shift locations, or expand into larger spaces, it's simple to create a new account, port numbers, and drop ship new phones – all from a central account.



Increase control

With a cloud-based communications platform, you have complete visibility and control over all your phones across all stores, making it easier to manage and service every communication need.



Save money

Old, hardwired phone systems are expensive to maintain and harder to move. Reduce operating costs with cloud-based and flexible communications platforms.

Contact us today to find out how a fully integrated cloud communications platform can help your retail business thrive and grow.