COUNTERPATH

USE CASE | National "Big Box" Store Deploys Bria Mobile Solution for Scanning Devices

AT A GLANCE

Situation

- North American retail chain seeking to streamline inbound communications and enable staff to transfer calls between departments
- Sales associates carry or utilize multiple devices during the day – wall phones, two way radios, scanning devices
- Goal of providing exceptional customer experience and service
- Various locations, USA

Challenges

- Wanting the Sales associates to be more engaged and provide the ability for store associates to take calls while "on the floor" or transfer calls between departments
- Multiple devices already carried by associates for multiple functions
- Leverage existing investment in retail scanning devices
- Multivendor, aging IP PBX infrastructure, with plans to move to a cloud IP PBX environment in the future

Synopsis

In order to meet the requirements of a national retail "big box" store, CounterPath, a global provider of secure Unified Communication solutions, developed custom Bria Mobile and Stretto Platform solution to help store associates sell more, improve the customer experience and create business efficiencies.

Learn how CounterPath helped the retailer:

- Enable store associates with easy to use communication tools for assisting customers and receiving inbound calls and transferring calls by providing a customized client.
- Utilize existing investment in retail scanning devices for investment protection.
- Increase customer satisfaction by enabling store associates to provide and enhanced level of customer service.
- Inventory management processes became more efficient

As a national "merchandise big box" retailer, the company understood a competitive advantage to do more than provide a wide selection of products at competitive prices to keep customers coming back. With the latest trends in retail pointing to supporting a better customer experience, the organization already had a digital strategy and wanted to build upon that strategy.

Additionally, the company already had a plethora of devices in place and a significant investment in retail scanning devices. Compounding the complexity of utilizing these devices, they are not assigned to specific store associates, so a login mechanism would be needed to determine which store and department the device was being utilized in. Deployment of a solution would also potentially be a challenge, with multiple locations across the United States.

Compatible with iOS and Android devices, as well as a broad range of scanning device manufacturers including:

DATALOGIC

Honeywell

Getac

Panasonic

spectralink

WINMATE

ZEBRA

The Solution

- Leverages CounterPath's Bria Android code base for deployment on retail devices already owned by the company
- A customized client to meet the specific use case.
- Delivers centralized management and administration of Bria clients using CounterPath's Stretto Platform
- Includes Stretto User Experience Metrics and Help Desk Modules for analytics collection and troubleshooting
- Provides Extended Support to keep software up to date with Android OS releases
- Inventory management processes became more efficient

After thorough review of the retailer's challenges, CounterPath developed a solution that included custom Bria Mobile clients for the company's retail scanning devices and Stretto Platform for distribution, configuration, analytics and remote support.

The Bria Mobile clients were designed with a customized user interface that would make the softphone easy to login, transfer calls, shut of features that were not required, and lock down software setting. This would ensure sales associates had access to only the communication tools they needed, and would streamline activities on the scanning device.

Using the Stretto Platform Provisioning Module an easy to use login/logout system was created. When a store associate started their day they could simply pick up a device, choose their store and department and be ready to receive calls. s Stretto Provisioning provides management and administration of Bria Mobile clients as well, enabling a scalable, centralized solution. As store teams grow, or updates or upgrades are needed, operations staff can push them out from one location instead of having to visit individual store locations, saving time, effort and operational expenses.

The Stretto Platform is also responsible for gathering data with the User Experience Metrics (UEM) Module, and facilitating remote troubleshooting with the Help Desk Module. These modules compliment each other as UEM provides valuable insight into end user behaviors and experiences, including call quality, and Help Desk enables administrators to access an associates Bria client remotely (with their permission) to solve any issues in real-time. By providing operations staff with these features, supporting the solution is simplified and reduces strain on resources.

USE CASE

National "Big Box" Store Deploys Bria Mobile Solution for Scanning Devices

Top Benefits

- Increased revenue and improved customer satisfaction
- Decreased operational costs
- Leveraged existing infrastructure and devices
- "Simply works"

67%

of retailers believe outdated technology systems cripple their ability to compete

Interested?

For more information, contact your CounterPath Sales Representative or email sales@counterpath.com.

Solution Components

- CounterPath Bria® softphone clients – customized and branded to organizations requirements.
- CounterPath Stretto Platform™ Provisioning, User Experience Metrics, and Help Desk Modules.
- Retail Scanning Devices.
- Various IP PBX back-end.

The Impact

- **Cost Savings.** Lowered operational expenses by reducing the amount of Operations resources and time needed to support the solution.
- **Improved Customer Service.** Store associates became faster and more efficient at answering customer inquiries and streamlining calls between departments.
- **Increased Revenue.** By providing a better customer experience, the retailer saw an increase in revenue as customers had the information they needed to make a purchasing decision faster.
- **Leveraged Existing Assets.** With CounterPath's customized Bria softphone, no costs were incurred to change or update existing infrastructure, and endpoints were deployed on devices the company already owned.
- **Cloud Ready.** Deployment using the Stretto Platform ensured the retailer could make a transition to a cloud PBX without losing service or needing downtime.

About CounterPath

CounterPath is revolutionizing how retailers address advancements in communication technology to enhance customer service and experiences. Since 2002, its Unified Communication solutions have been recognized as an industry and user favorite. Its flagship Bria softphone suite of clients enable secure VoIP audio and video calling, messaging, presence, and collaboration tools across multiple devices and operating systems, including the flexibility to overlay market leading call servers such as Avaya, Cisco, BroadSoft, GENBAND, Metaswitch, and more. CounterPath's award winning solutions provide unparalleled enterprise UC and collaboration experiences for todays anytime, anywhere workers, while solving corporate network security challenges for IT administrators.