



ISI Telemangement Solutions, Inc. Business Intelligence for Retail

Every Customer Call is an Opportunity

Each time a customer calls a company, a customer interaction occurs. This interaction has the potential to enhance or degrade the relationship with the customer. If the encounter is not positive, the average customer can terminate the relationship and take their business to any number of competitors. This is especially true in the Retail industry. Call centers have long understood this dynamic. To that end, they have deployed sophisticated business analytics to measure the customer interaction. They assess every aspect of a call from how long a customer is on hold, to how long the call lasts, to if a call was dropped.

In the retail environment, few, if any business analytics tools exist to measure the experience that a customer has when calling the store itself. How many of us have called a local establishment only to find the phone rings without being answered in a timely manner? How many of us have been transferred to a department to have the phone never answered? How many of us have been placed on hold for longer than acceptable periods of time while trying to do something as simple as ordering a pizza? How many of us have encountered endless busy signals when calling a store?

The ISI Solution: Business Intelligence & Retail Analytics

With ISI's Business Intelligence & Retail Analytics package, large enterprises can now measure the customer call experience down to the store level. They can reduce costs by right sizing their equipment and staff, improve customer satisfaction by reducing hold times and abandoned calls, and provide an audit trail of all customer interactions.

In order to remain competitive, retailers have to treat and manage individual store locations as mini call centers and strive to enhance the customer call experience regardless if the call is handled within a centralized or decentralized voice processing environment. With the information provided by ISI's Business Intelligence & Retail Call Analytics software, they can. Our solution provides an opportunity for Cisco resellers to leverage a new application tied to Cisco Unified Communications platforms and gain a strong position in the Retail segment. In addition, ISI supports an increase in profitability for the customer, significantly enhancing the ROI and business case related to the investment in Cisco infrastructure.

Success Story 1 – ISI Lowers Costs for Retailer

A Cisco account team engaged ISI for an opportunity with a 5000+ location retail chain. The account team was in a competitive situation against Nortel, proposing stand-alone Cisco Unified Communications Manager Express systems for each location.

Each retail location had individual FXO trunks. Some trunks were dedicated to order faxing while others were dedicated to general voice. By proposing ISI's Business Intelligence & Retail Call Analytics software, Cisco was able to offer a solution that has the potential to save the company as much as \$600,000 per year without sacrificing customer service, adding to the ROI.

By using ISI's traffic reporting tools, the retailer is able to "right-size" the number of FXO circuits in each store. ISI is able to provide vital statistics for each location to indicate the correct number of circuits needed. Additionally, we can engineer to different grades of service for voice and fax lines (since fax lines can re-dial on busy). By eliminating one FXO trunk per store (at an estimated cost of \$10.00 per month), the customer can save \$600,000 per year. At the same time, they can be assured that their customers are able to call in without getting busy signals, thereby enhancing the overall customer experience.

Success Story 2 – Nationwide Delivery Chain Improves Customer Service with ISI Business Intelligence

ISI is engaged in an effort to offer a solution for a nationwide delivery chain. Each store will have a Cisco Unified Communications Manager Express system using the B-ACD functionality. Currently, when someone calls in an order, they are placed into an ACD queue. Hopefully, the call is answered in a timely manner and the order is placed.

The delivery chain was looking to create chain-wide metrics on the customer call experience - how many calls were received at various times of day, how long people were on hold, and how many calls were abandoned. They were looking to provide these statistics on an individual store level as well as chain wide. The objectives were:

- Spot underperforming stores
- Spot high abandoned rates (resulting in lost orders)
- Better align staffing with actual call volumes
- Improve the customer experience
- Reward stores showing excellent results
- Increase revenue at the store level

By installing ISI's Business Intelligence & Call Analytics software, this chain will be able to improve customer service, increase customer satisfaction, and right-size staffing by scheduling the correct number of order takers.

Success Story 3 – Big Box Store reduces “Dropped Calls” with ISI Business Intelligence

ISI has been engaged by a large global consulting firm, and the local Cisco account team, to provide call reporting for a big-box store. This store has installed a multi-cluster Cisco Unified Communications Manager (CUCM) system for their locations. Each CUCM serves a number of stores with SRST. The store uses Cisco Unity Express in each store to provide ACD functionality.

The store’s biggest concern was that calls go unanswered. Someone would “press 1” for the Computer Department. From there the phone would ring and many times never be answered by employees.

ISI provides a centralized reporting system for all stores. For each department within the store, we provide statistics on the following metrics:

- Number of calls received
- Number of calls answered
- Average Ring Time
- Number of Ring-no-Answer calls

Additionally, we can provide these statistics by hour of day and day of week. With this information in hand, the chain can spot underperforming stores and ensure that the customer experience is maximized prior to the busy Christmas selling season.

Success Story 4 – ISI Business Intelligence helps a Wireless Phone Provider track Employee Activity

A nationwide wireless phone provider has been a customer of ISI for many years. They have deployed a centralized IP telephony architecture with a number of Cisco Unified Communications Manager clusters each serving a number of stores. They approached ISI to provide a solution that would meet the following objectives:

- In store monitoring of employee activity
- Benchmark store performance against telephone activity
- Track the status of marketing campaigns run at the individual stores

ISI initially installed a series of regional-based telecommunications management systems. We are in the process of converting them to a centralized area based system that allows reporting throughout the enterprise. Individual location managers can view their store results, area managers can view their areas, and corporate personnel get an enterprise-wide view of telecommunications activity.

Success Story 5 – ISI's Consulting Services helps fund a conversion to Cisco IP Telephony

A global, UK-based equipment rental concern with annual revenue of over \$1.8 Billion and 450 US locations contacted ISI to reduce their overall telecom expenditures. ISI's Telecom Consulting Group audited their voice, data, and wireless infrastructure. By optimizing their services, ISI was able to save this company over \$600,000 annually. These savings were reinvested into a nationwide conversion to Cisco IP Telephony. ISI's savings allowed Cisco to close the deal for Unified Communications Manager Express throughout the enterprise.

ISI Services for the Retail Market

As discussed in Success Story 5 above, ISI has developed a series of products and services that can help retail enterprises better manage their telecommunications and reduce their expenses. In fact, many Cisco channel partners have created a self-funding IP Telephony conversion project by bundling in ISI's services -- telecom dollars saved are used in the purchase of additional Cisco products. Services for the retail marketplace include:

- **Telecom Profit Optimization** -- Obtain vendor refunds due to billing errors and receive recommendations on how retail establishments can reduce their overall voice and data communication costs on an ongoing basis. This telecom analysis also includes implementation of our recommendations to ensure the customer quickly realizes savings. Fees are based on the actual savings achieved.
- **Infotel Invoice Manager** – Large retail organizations typically have hundreds of locations. Each location often receives individual bills from their carriers. Reviewing these bills for accuracy can be a tremendous challenge. On average, over 12% of all telecom invoices contain some kind of error. With Infotel Invoice Manager, retail organizations can automate the tedious review of telecom invoices, while identifying savings, billing errors and unusual variances in charges and usage. They can automatically allocate costs, export data to accounting systems, and obtain online tools and reports for better management of telecom spending.
- **Infotel Wireless Manager** – Fund the implementation of Cisco Unified Mobile Communicator and other products by implementing a total wireless management solution from ISI. We will integrate the billings from all of the enterprise's carriers into a single online management tool and provide monthly recommendations to optimize rate plans. Other key features of this online tool include Usage Management, Comprehensive Reporting, Asset Tracking and Internal Charge Back.
- **Vendor Sourcing** – ISI, in conjunction with Cisco and its partners, can help retail enterprises maximize the benefits of moving to a unified voice/data MPLS network. In today's telecom world, the best data provider isn't always the best wireless provider. ISI saves our customers the time and aggravation that often comes from dealing with multiple carriers. We cut through the guesswork providing specialized research, tools and analysis, which you need to optimize your services. Our experts help determine the best providers and service plans, but it doesn't stop there. We process and make sure that your orders are implemented correctly. We audit bills against contracts and resolve disputes. We provide trouble ticket support and escalations. The net result is a quicker implementation which results in increased sales of Cisco hardware.

About ISI Telemanagement Solutions

For over 30 years, ISI Telemanagement Solutions, Inc. has been a full-service telecom solutions company based in Schaumburg, IL. We offer software and consulting services that help our customers manage their costs, improve their productivity and increase their revenue.

Retail companies, law firms, accounting firms, universities and other higher education facilities, hospitality properties, government agencies, medical facilities, as well as thousands of commercial companies use ISI's products. Our products are sold both by our dedicated direct sales force as well as by major IP Telephony integrators such as Accenture, IBM, EDS, Verizon, AT&T, Sprint, Berbee, and others.

More than 8,500 customers count on us to offer exceptional customer service and supply the solutions that will help them gain control of their telecommunications systems. ISI has a global footprint with systems installed throughout the world.

ISI has been a Cisco Technology Development Partner since the onset of the program. In fact, ISI had full compatibility with CallManager version 3.0 on the day it was released. Today's efforts have us working with current and future releases including 4.2 and 5.1 as well as CME 4.0. Through the years, ISI has grown to the point that we now track and report on over one million Cisco endpoints. Our products consist of on-site reporting and analysis packages as well as an outsourced solution. ISI has verified compatibility with both Cisco Unified Communications Manager and Cisco Communications Manager Express.

