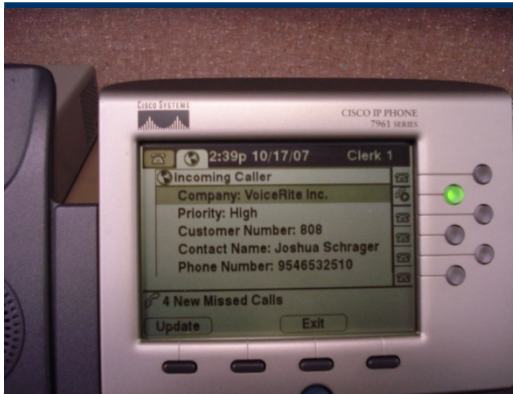




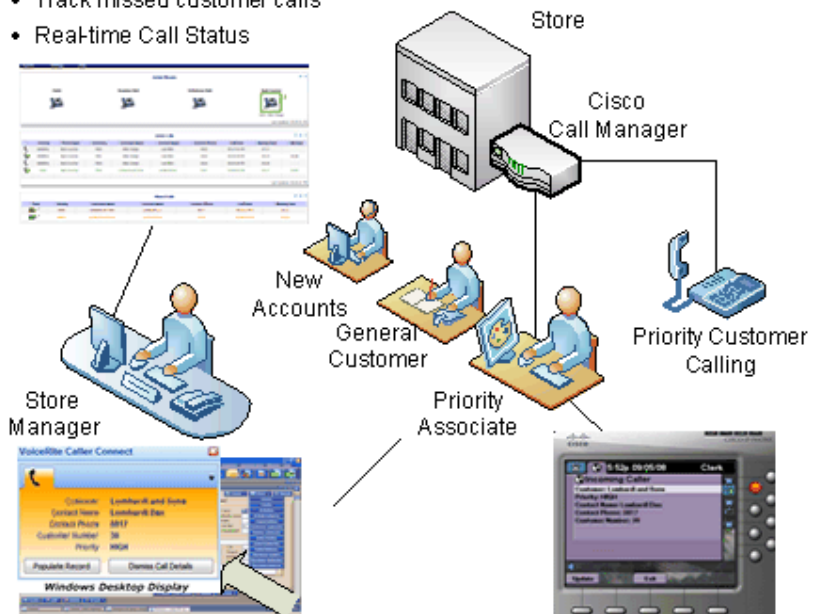
You speak...We listen.



Retail Connect

"Thank you for calling Northwind Traders. We value our Premier customers. Please hold while we connect you with one of our sales associates..."

- Track missed customer calls
- Real-time Call Status



- Screen pop customer details
- Click to call missed calls

- Priority customer ring tone
- Customer details on phone

Key Benefits:

- Increase sales
- Improve customer service
- Ensure customer loyalty
- Better understand customer behavior
- Differentiate from competition
- Enhance operational efficiency

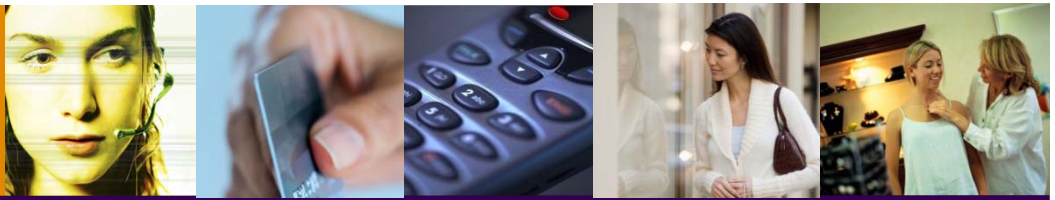
Product Features:

- Inbound *and* outbound call tracking
- Calls routed to phone or phone group based on customer record
- Distinctive ring and flashing buttons based on customer priority
- Phone display of customer data, such as name, company, priority level, phone number, etc.
- Management dashboard shows active calls and missed calls in real-time, with priority color coding
- Management dashboard produces historical call reports, including successful calls, missed calls, wait time, etc., linked to your CRM data
- Missed call report includes click-to-callback and callback status tracking
- Specialized call treatment by priority level, automated announcements, and music on hold
- After hours auto attendant
- IBM validated: Ready for IBM Retail Integration Framework

For retailers that consider the telephone to be an important tool in serving their customers, Retail Connect allows you transform the way your store or branch uses the telephone everyday to bring significantly more value to your business. Retail Connect will help you to give priority treatment to your most important customers, ensuring that you get the sale and that they come back for more next time. It will allow your sales associates to more efficiently handle incoming calls by streamlining interaction with your point-of-sale and/or CRM solutions to automatically lookup customer information and pre-populate forms. It will give your managers an at-a-glance dashboard to see whether staff are busy answering calls or whether they are missing potential sales opportunities. It will provide you with business intelligence about how your customers communicate with you via the phone and how well your employees address those customer demands. Your revenue will increase, your costs will decrease, and your customer service will skyrocket!

Designed For Retail Store Locations

Retail Connect is designed for enterprises with large numbers of retail outlets or branch offices to help provide managers and store personnel with the information they need about their phone system to run their operations more effectively. Combined with Cisco's Unified Communications platform, it provides a robust, feature-rich solution that transforms your phone system from merely a few telephones to a complete communications solution that is intelligently integrated into your business process. Retail Connect can be deployed in distributed or centralized models, but provides localized functionality to the individual stores. And system management can be performed either locally or remotely, as desired.



Solution Features:

- Integrates with full range of Cisco Unified Communications IP Telephony offerings
- Available as a "single box" solution using Cisco AXP
- Integrates with your in-branch or centralized Customer Relationship Management (CRM) systems
- Flexible architecture supports both distributed and centralized management and/or deployment models
- Enterprise Dashboard (available as a separate add-on product) rolls up call information from individual stores to a central reporting system for use by regional managers and enterprise-level executives

Retail Connect Hardware and Software:

- Generic Application Server
- Cisco Application eXtension Platform (AXP) within Cisco ISR routers
- Cisco Unified Communications Manager (CallManager) or Communications Manager Express on ISR routers/UC500
- Cisco Unified IP Phones



Makes Sales Associates More Productive

Every minute a sales associate spends finding and transferring a call to someone else who knows the account or specific product line better is a minute they aren't spending helping other customers and taking sales orders. And given that some customers generate more store sales than others, over the long term you are not just losing today's sale from that big customer who could not wait on hold.

With Retail Connect, incoming calls from designated priority customers will receive distinctive ring tones and flashing lights, as well as specific customer information on the Cisco IP Phone handset displays, to ensure that the customer gets priority treatment the second the call is answered. The phones are additionally linked to individual POS terminals in the store allowing sales personnel to instantly link incoming caller information to the information on their screens to quickly process orders or address customer services matters.

The screenshot displays the Retail Connect management dashboard. At the top, there are tabs for 'Reports', 'Settings', and 'Help'. Below this, a section titled 'Active Phones' shows four phone icons: 'Clerk1', 'Roaming Clerk', 'Softphone Clerk', and 'Back Counter'. The 'Back Counter' icon is highlighted with a green box and a '2' next to it, with the text '7801: Dillon Design' and 'Last Updated: 05:25:31 PM' below it. Below the 'Active Phones' section is a table titled 'Active Calls'. The table has columns for Priority, Phone Name, Extension, Customer Name, Contact Name, Contact Phone, Call Time, Waiting Time, and Talk Time. There are three rows of call data. A 'Click to Call' dialog box is open over the first row, showing 'Lombardi and Sons 5017' and 'Call Me at: 2530'. An 'Edit' dialog box is also open, showing 'Disposition: Complete' and 'Result: Sale'. At the bottom, there is a 'Track' section with a table showing call tracking data for 'Lombardi and Sons' with columns for Priority, Customer Name, Contact Name, Contact Phone, Call Time, and Waiting Time.

Additionally, the Retail Connect management dashboard shows real-time performance data about the phone system, showing active calls and missed calls with priority color coding, and produces historical call reports, including successful calls, missed calls, wait time, etc. With Retail Connect providing unprecedented access to such information at a local store or branch office level, managers can better understand customer behavior and calling patterns to ensure high performance from their staff and to make adjustments accordingly.

Keeping It Simple

Retail Connect is tightly integrated with Cisco's Unified Communications product line. The hardware for individual stores can be as simple and cost-effective as a lone Cisco Integrated Services Router (2800/3800 series) or UC500 running Cisco's Unified Communications Manager Express and some Cisco IP Phones. This offering includes a fully functional IP PBX with optional T1/E1 trunk interfaces and integrated unified messaging and automated attendant capability, as well as routing, switching, and security features.

For More Information

If you would like more information on VoiceRite's Retail Connect, please call 954-653-2600 or email us at sales@voicerite.com



You speak...We listen.

www.voicerite.com