



## Retail

### Daily Use

- Wireless communication in 165,000 square foot hypermarket

### Solution

- Polycom® SpectraLink® 6000 Wireless Telephone System

### Results and Benefits

- Employees can carry the wireless telephones with them anywhere throughout the store
- Voice quality is crisp and clear
- The system integrates with and enhances Bigg's existing phone system protecting Bigg's investment in its PBX technology
- Polycom SpectraLink 6000 system dramatically improved response times to incoming customer calls, thus reducing long hold-times

# Bigg's Hypermarket Improves Employee Productivity and Customer Service with Polycom®

## Background

The last thing a customer wants to do when calling a store is wait on hold to get an answer to a question. Bigg's Hypermarket Shoppes installed the Polycom® SpectraLink® 6000 Wireless Telephone System in its Mason and Harrison, Ohio facilities to speed up response to customers, improve employee productivity, and to create a more pleasant shopping environment by dramatically reducing overhead paging.

Bigg's 165,000 square foot hypermarkets offer groceries, pharmacies, banks, restaurants, clothing, hardware, and everyday basic needs under one roof, providing consumers with an attractive alternative to trudging from store to store. Bigg's staff handles hundreds of telephone calls daily from customers calling for prescriptions, photo finishing, promotions, and product availability. Responding to these incoming customer calls can be extremely demanding for its employees and its switchboard. Furthermore, communications among store management and employees are essential to the efficient operations of such a large store.

"The Bigg's location in Mason staffs 275 employees and spans 165,000 square feet, with more than 34 different departments occupying this space, and millions of items in stock," said Tom Herman, operations director at Bigg's. "The sheer scope and size of our facility creates a high demand for efficient communications—especially when it comes to handling incoming customer telephone calls. The SpectraLink system helps us answer these calls quickly and efficiently."

Herman should know—before installing the SpectraLink 6000 system, Bigg's tried overhead paging and pocket pagers. Each solution was unsatisfactory, however, because each required that customers wait on hold while an employee found a wall phone to take the call. Additionally, the store's two-way radios didn't provide for communications with customers.

Forty key employees, including managers, sales personnel, and busy hourly employees from each department use the small, lightweight wireless telephones. Customer calls are transferred directly from the switchboard to the appropriate employee's wireless telephone, which is carried on a belt or in a pocket.

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The wireless handsets are shared by more than two shifts of employees. The sales force and managers primarily carry the wireless phones to handle incoming customer calls, although hourly employees are sometimes assigned a wireless phone to handle requests from cashiers for price checks or to handle returns.

“It is absolutely amazing to see the improvement in customer service as a result of this system,” said Herman. “Our employees are more productive, our customers are getting faster and better customer service, and the overall environment has become more efficient and more enjoyable.”

Store managers commented on several additional benefits. “Conversations with customers and among employees are only part of our daily communications. We also need to work with our vendors, our suppliers, and our delivery personnel. Literally thousands of conversations need to take place each day,” Assistant Store Manager Connie Floyd said. “Before we installed the SpectraLink system, managers had to take significant amounts of time away from serving our customers on the floor to make or receive these administrative calls. With the wireless telephones, managers can remain on the floor assisting customers while they handle these duties.”

Floyd also noted the quality and clarity of the communications. “The wireless telephones perform with the voice clarity, connection reliability, and durability demanded in a facility like Bigg's,” Floyd said. “With thousands of customers walking through our doors each day, we can never predict what situations might arise. The SpectraLink handsets allow us to handle every situation with ease and efficiency—without ever worrying about voice clarity or quality of connections.”

Another added benefit of the SpectraLink 6000 system is it has practically eliminated noisy overhead paging. “The only sound throughout the store now comes from our music system,” Floyd said.

Floyd said she also was impressed with the unobtrusive

installation. “It took only two days to install the system, and the technical and instructional support we received were top-notch,” she said. “Polycom spent considerable time up front examining our floor plans and our coverage needs to ensure that the installation was done correctly the first time, without any delays or downtime in our normal, everyday operations.”

Herman said the SpectraLink system proved itself during the recent Christmas shopping season. “In our facility, we had one switchboard operator on staff during the busy holiday season. In another Bigg's facility without the SpectraLink system, a second switchboard operator was hired just to handle incoming telephone calls from customers.”

A Polycom SpectraLink 6000 system has since been installed in Bigg's Harrison, Ohio location. As Bigg's innovative approach to shopping expands across the country, management plans to use the SpectraLink system to help improve its stores' environment for both customers and employees.

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