

# Polycom® Wireless Telephone Systems for Retailers

Polycom wireless telephone systems help retail employees perform their jobs faster and more effectively from anywhere within the store.

Polycom's advanced technology goes beyond the capabilities of paging systems, cordless telephones, two-way radios, and cellular products to provide the world's leading high-quality yet cost-effective wireless telephone communications.

## The Customer Service Solution

Polycom wireless telephone systems allow store managers and employees to stay in touch with customers and other staff while on the sales floor. Employees are free to move throughout the store and are no longer limited to a wall or desk telephone. Customer service improves because store employees are more responsive to customer requests with direct and immediate telephone access. The delays and hassles of overhead paging are eliminated, customers no longer endure long hold times, and questions are answered immediately.

## The Productivity Solution

Retail stores operate with greater efficiency because employees do not waste time looking for a manager or a telephone when situations arise. Managers are able to remain on the sales floor to address customer requests, security or clean-up issues, and price checks. Inventory control is improved through direct communication with stockers and suppliers. Overall, Polycom wireless telephones speed up customer responses and improve employee productivity through increased efficiencies.

Polycom offers the most feature-rich and cost-effective voice solution for retail stores, dramatically improving store communication and efficiencies. Polycom's focus on retail applications and innovative technologies has made Polycom the market leader in wireless voice solutions. Polycom has helped thousands of stores improve productivity, raise customer service levels, and boost their bottom line.

## Store Managers

### Always Accessible Anywhere in the Store

Store managers spend more time on the floor without missing important calls. They are more available to help shoppers and staff with merchandise returns and price checks. Polycom wireless telephones provide two-way text messaging, allowing managers to access real-time information on store performance and inventory. Push-to-talk functionality allows for immediate access to groups of handset users with a simple push of a button.

## Regional/District Managers

### Improved Contact with Store Managers

District managers can use the same Polycom wireless telephone for each store in their region. Store managers can always be reached, allowing district managers to speak with their store managers in real-time, eliminating delays caused by paging and voicemail.



## Benefits

- Dramatically improves mobility and responsiveness and customer service
- Leverages existing technology investments including the facility's PBX and Wi-Fi infrastructure
- Excellent voice quality even in loud environments
- Integrated text messaging with retail information systems
- Unified, scalable architecture for stores of all sizes
- Lightweight, durable, easy-to-use handsets designed specifically for retail environments
- No monthly airtime or usage charges

## Sales Associates and Cashiers

### Direct Access to Customers and Managers

Sales staff can speak directly with call-in customers and move about the store to answer their questions. Polycom wireless telephones can be used for inventory and price checks, saving time and steps for busy store employees. Cashiers can contact front-end managers for a cash-run or security issue without causing added delays at the registers.

## Security Personnel

### Resolve Issues Quickly and Discreetly

Polycom wireless telephones allow security personnel the ability to resolve problems quickly and quietly when they arise. With push-to-talk functionality, a group of handset users can be contacted at the push of a button. Staff can discreetly alert store security to monitor suspicious behavior. 911 or other emergency services can be called directly in case of an emergency.

## Customer Service Clerks

### Faster Response to Customers

Customer service areas are more efficient and less stressful because clerks can reach store managers and personnel immediately. Noisy overhead pages and time spent searching for a manager are eliminated. Incoming telephone calls can be transferred directly to the appropriate manager or department, reducing customer hold time and saving valuable time that could be used helping another customer.

## Stockers

### Shelves Stay Stocked

Stock room personnel can respond immediately to calls for re-stocking merchandise, keeping fast-moving items available for shoppers. Calls from the sales floor are answered directly, so customers do not have to wait as long for a response. Fast and direct communication is critical to maintain a competitive advantage.

## Learn More

Fast and direct communication is critical to maintain a competitive advantage today. Visit [www.polycom.com](http://www.polycom.com) to learn how Polycom wireless telephones can improve communication in your facility.