

## CASE STUDY #2 – LARGE RETAILER

A large retailer business with head office in N. Queensland, and four remote stores in the region. Each originally operating with an existing commander or similar PBX system.

This head office was relocating to a new premises required a unified telephone system in order to communicate with all of its staff in multiple locations. Reducing call spend was a primary requirement. Additional features such as individual direct inward dial numbers and Voicemail also required.

Being a large store it was also evident that a wireless telephone solution was needed to support the floor and different departments operating there.

Existing/ advertised Telstra number in a hunt group to be maintained. Although a separate DSL (Broadband service) was available this had limited bandwidth.

### SOLUTION:

Utilise second DSL line and attach a central IP PBX at the Head office.

Transfer copper (Telstra Lines from old telephone system into new) maintaining hunt group.

Deploy new Phones to each desk/ location. As existing data cabling was limited the phones selected permit both the phone and PC to be daisy chained off of single cable at each location. Attach a number of DECT (cordless) phones to IP PBX as individual extensions.

Remote locations each connected a supported modem/router and a telephone.

### OPERATION:

Designated reception/ enquiry desk extensions in central office are able to pickup incoming calls on original numbers, diverting to floor at busy periods. A new DID range was added and allocated to individual staff members. Keeping the customer inbound numbers on Copper/ Telstra lines reduced the load across the new much cheaper outbound service.

Remote telephones are true extensions, customer enquires are able to be transferred from head office to these locations for free (also vice-versa). This results in a greater call capacity handling and calls still being directed to the local store when necessary. Offering greater utilisation and customer satisfaction.

### BUSINESS BENEFITS:

This operation lead to more time for customer queries, much lower operating costs and sales/ administration having their own in dial number/voicemail for direct calls.