



OPTIMIZE CUSTOMER EXPERIENCE

Digital Workplace Management for Retail



EBOOK

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Industry overview

The retail industry is widely known for its challenging business dynamics, characterized by high volumes, intense competition, and slim profit margins.

To stay ahead in this competitive landscape, retail organizations have increasingly focused on digitization and integrated automation as strategic priorities. By embracing these priorities, retailers can enhance operational efficiency, deliver superior customer experiences, and maintain a competitive edge.

In recent years, the move towards automation has become even more crucial for retail organizations. By leveraging highly integrated technologies and automated systems, retailers are able to mitigate risks and ensure continuity in the face of potential disruptions. This includes having the appropriate tools to support remote working scenarios and relying less on human resources.

Investing in automation enables retailers to optimize processes, improve productivity and better adapt to rapidly evolving market dynamics. By streamlining operations and reducing manual dependencies, retail organizations can achieve operational resilience and cost efficiencies while delivering enhanced customer experiences. Embracing automation also provides the opportunity to leverage data analytics and insights, enabling more informed decision-making and better understanding of end customer preferences.

By centering on digitization and integrated automation, the retail industry will be able to drive efficiency and competitiveness, while optimizing operations, leaving it free to concentrate on delivering exceptional value to customers.



UC challenges facing the retail industry

When it comes to operating an effective UC strategy, the retail sector faces a number of significant challenges.



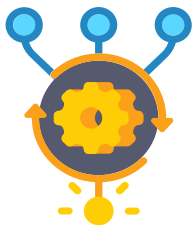
Scalability

With the growth of online retail and increasing customer expectations, UC systems need scaling rapidly to effectively handle a larger volume of customer interactions.



Omnichannel experience

Delivering a seamless omnichannel experience across various communication channels, like voice, chat, email, and social media, can be complex for retailers. Ensuring that customers can switch between channels without losing context or experiencing delays is crucial.



Integration and operability

Integrating UC systems with other retail technologies, such as customer relationship management (CRM) systems, inventory management systems, and point-of-sale (POS) systems, is essential for providing a seamless customer experience and streamlining operations.



Infrastructure and network reliability

Retailers heavily rely on a robust network infrastructure to support their UC systems. Ensuring network reliability, sufficient bandwidth, and low latency is key to maintaining uninterrupted communications.



Training and adoption

Retail employees need proper training and onboarding to effectively use UC tools and maximize their benefits. Ensuring widespread adoption and seamless integration of UC tools into routine operations is important for delivering value and optimizing expenditure.



Analytics and insights

Integrating UC systems with other retail technologies, such as customer relationship management (CRM) systems, inventory management systems, and point-of-sale (POS) systems, is essential for providing a seamless customer experience and streamlining operations.

UC migration

As the retail industry embraces new collaboration tools, having a flexible and effective migration strategy is crucial. VOSS Migrate is a proven solution that enables seamless migration to the latest UC solutions, specifically tailored for the retail sector.

VOSS Migrate offers several key benefits in automating the migration process:



Enhanced customer migration experience

VOSS Migrate ensures a controlled and efficient migration process, resulting in a faster time to benefit for retail organizations. This means a smoother transition for users, devices, and services to leverage the power of the latest UC solutions.



Comprehensive data extraction

VOSS Migrate supports data extraction from various legacy PBX platforms, including Cisco, Microsoft, Avaya, and others. It can also supplement data from other sources, such as backup files and Excel loaders. This comprehensive data extraction and consolidation ensure that all relevant data is captured, enhancing planning and analysis capabilities.



Robust planning and reporting

VOSS Migrate includes deep data discovery, audit, and reporting features. It extracts data from multiple sources, enabling accurate planning and generating reports that can be exported for offline analysis. This gives a snapshot of existing inventory and migration gaps, de-risks a migration project early on, improves efficiency and leads to impressive cost savings, and also frees up technical and IT resources for higher priority projects and tasks.



Secure multi-project management

VOSS Migrate allows the use of a single instance for multiple migration projects, each managed by separate teams. Access is controlled through user credentials and access profiles, ensuring data privacy and efficient multi-team collaboration.



Automated migration and data transformation

VOSS Migrate offers high levels of automation for the migration process, increasing accuracy and confidence. It allows for a full audit of the data and process before implementation, reducing errors and minimizing risks. Additionally, VOSS Migrate provides a set of mapping and transformation rules, including a standard library of rules and the ability to add advanced rules for complex migration scenarios.



Flexibility and integration

VOSS Migrate caters to a wide range of customer-specific migration scenarios and requirements. It seamlessly integrates with existing business processes and approvals, ensuring compatibility and ease of implementation within the retail organization.





With VOSS Migrate, retail organizations can confidently migrate to the latest UC solutions, leveraging automation and advanced capabilities to enhance operational efficiency, improve customer experiences, and drive business success.





Introducing UC automation

VOSS Automate is a centralized portal that automates and manages the configuration of the entire UC stack. Retail businesses typically have two separate environments to manage: the store and related estate, and the head office estate. These environments often have distinct needs and requirements, resulting in different setups or even the adoption of different technologies. VOSS Automate solves this challenge by providing a single interface to manage both environments, accommodating their unique capabilities and workflows.

In the store environment, the focus is on deploying stores with templated setups that deliver the desired employee and customer experiences. As business needs evolve, store designs and related technologies must adapt quickly. This often requires deploying changes to a wide range of stores in a fast and consistent manner, and this is where the automation capabilities of VOSS Automate shine.

By leveraging VOSS Automate, retail organizations can benefit in several key ways:

1. Enhanced team focus

Automation frees the UC team from mundane tasks, allowing them to focus on more challenging projects like creating store designs, templates, and workflows. This improves staff collaboration, increases productivity, and enhances staff satisfaction.

2. Cost reduction and efficiency

Automation significantly reduces costs associated with implementing changes in the UC stack. Instead of complex, resource-intensive projects, automation enables faster project completion, requires fewer skilled resources, and minimizes issues.

3. Business agility

VOSS Automate empowers retail businesses to be more agile and adapt quickly to change. It enables efficient evolution of designs and utilization of new capabilities, driving business success and competitiveness.

VOSS closely collaborates with retail customers, understanding their unique business processes and challenges. This means that VOSS can incrementally introduce automation solutions that specifically address new business challenges, as they arise.



The power of actionable intelligence



Digital experience

The seamless and high-quality user experience is as important for employees using the UC estate as it is for customers interacting with the business digitally. Issues like poor video, meeting, or call quality can hinder effective communication and productivity.

By actively collecting data, testing, and analyzing the UC environment, VOSS Insights offers in-depth understanding and identifies areas for improvement. With this actionable intelligence, retail organizations can proactively address issues, optimize resource allocation, and provide a top-notch collaboration experience for employees and customers alike.





Monitoring and resolution

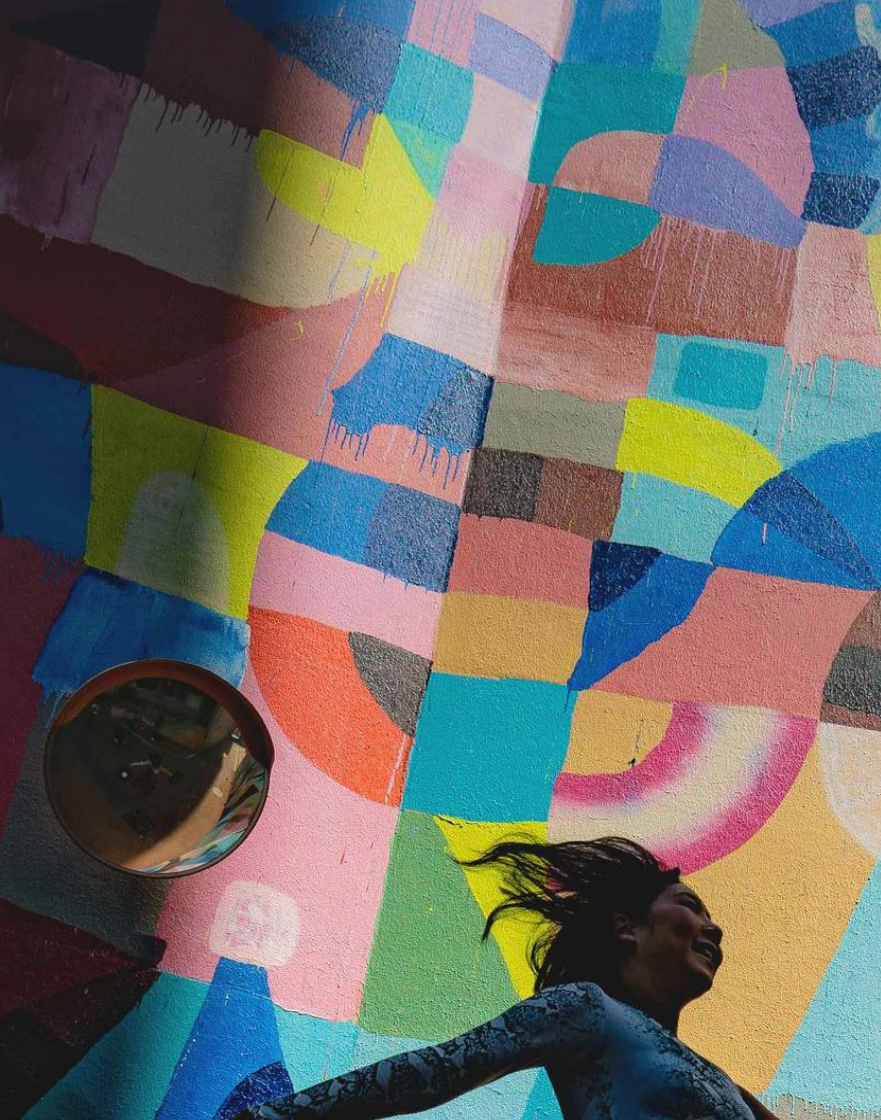
VOSS enhances the efficiency and reliability of the UC estate by proactively identifying and resolving issues. Real-time insights into availability and UC observability, robust security and compliance measures, comprehensive auditing, and simplified upgrade and scaling procedures ensure resilience and readiness for future growth. By minimizing downtime and optimizing productivity, VOSS helps keep the UC stack secure and running smoothly.



Business analytics

The growing importance of collaboration platforms in retail necessitates visibility into key business metrics. VOSS Insights provides the flexibility to analyze the metrics that matter to a retail organization. It delivers a single dashboard for discovering, analyzing, and reporting on asset usage, adoption, and costs. By tracking vital assets, monitoring user behavior and business metrics, consolidating monitoring platforms, and gaining cost insights, VOSS empowers retail organizations to make informed decisions, optimize spending, and drive future investments.





With VOSS Insights, retail organizations can maintain high UC performance, streamline processes, and improve collaboration while optimizing spending.

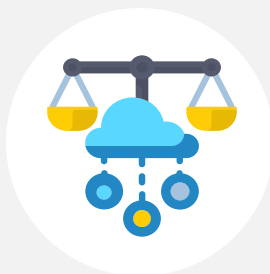


What to expect

Investing in the VOSS toolset brings significant business benefits to the retail sector:

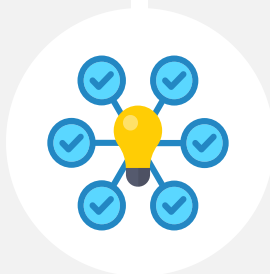
Scalability

VOSS automation streamlines processes, reduces manual effort, and optimizes resource allocation, enabling retailers to efficiently manage increased customer demands while maintaining service quality.



Omnichannel experience

With VOSS automation, retailers can ensure smooth communication across various channels, enabling customers to switch between voice, chat, email, and social media without losing context or experiencing delays. VOSS Insights adds actionable intelligence to ensure a positive customer experience.



Integration and interoperability

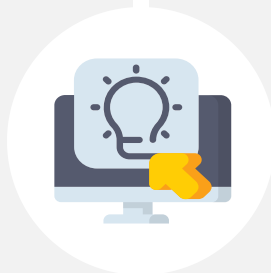
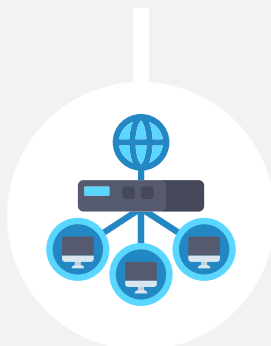
VOSS enables seamless integration of UC systems with other retail technologies like CRM systems, inventory management systems, and POS systems. This integration streamlines operations, improves visibility, enables faster problem resolution, and fuels productivity.



T H E V A L U E

Infrastructure and network reliability

Investing in VOSS automation will provide a more robust network infrastructure, and by proactively monitoring network performance and resolving issues before they impact communications, retailers can maintain network reliability, sufficient bandwidth, and low latency.



Training and adoption

VOSS is proven to simplify the onboarding process and provide user-friendly interfaces, reducing the training required for retail employees. With automated workflows and intuitive tools, employees can quickly adopt new UC tools, resulting in increased productivity and better feature utilization.

Analytics and insights

VOSS collects, analyzes, and interprets data generated by UC systems, providing valuable information on customer and employee behavior, preferences, and trends. This data enables retailers to make data-driven decisions, optimize marketing strategies, and improve overall business performance.



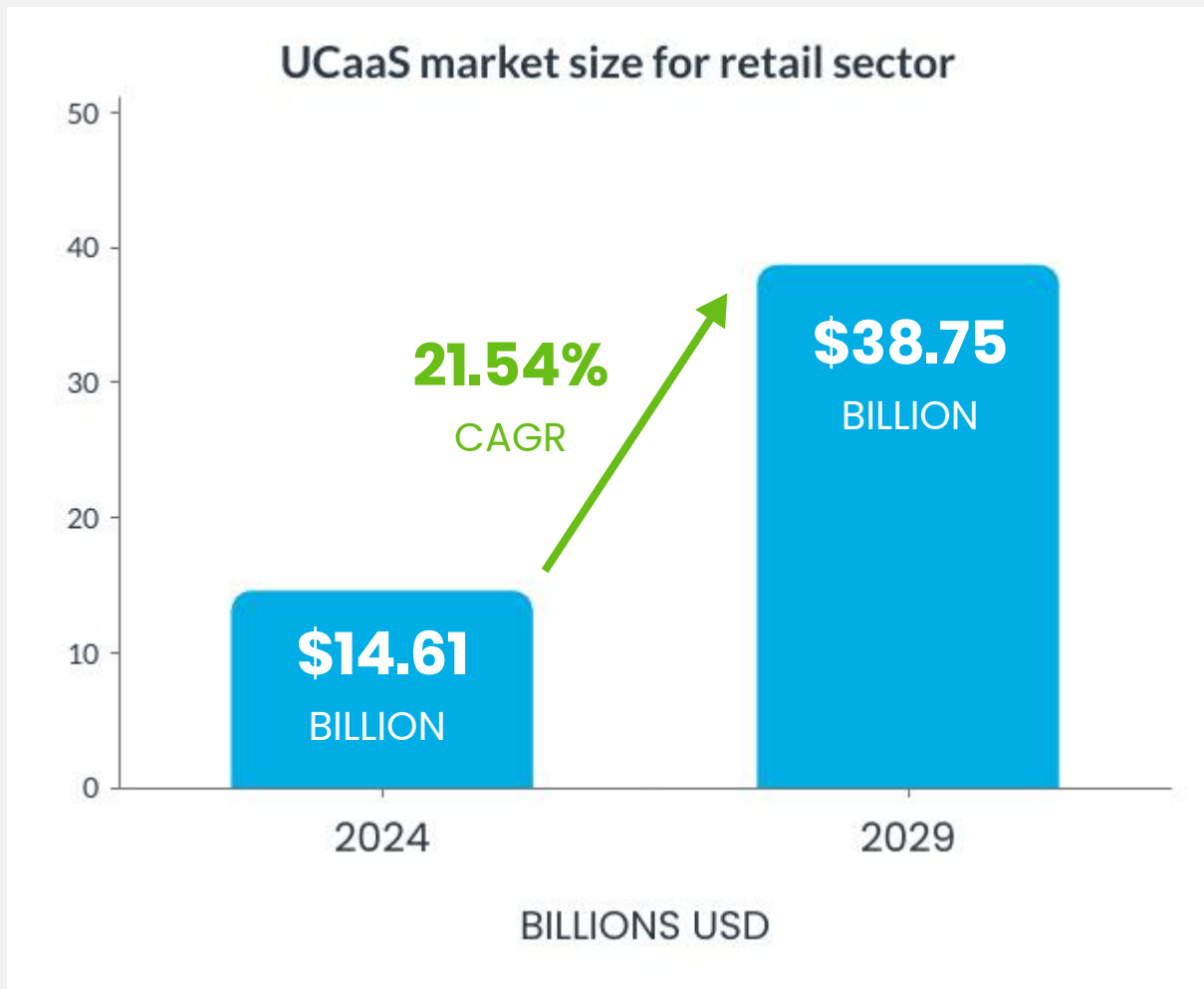


With the VOSS suite, many retail clients have improved operational efficiency, enhanced customer experience, and made impressive cost savings. These benefits contribute to driving business growth, profitability, and customer satisfaction in the competitive world of retail.



Market size of UCaaS in retail

“ **By incorporating voice, messaging, and video and mobile technology, retailers can create an improved experience for both team members and customers. This collaboration secures a more unified message that allows for on-the-go operations, increased brand clarity, and enhanced productivity.** ”



As per the report by Mordor Intelligence, The retail market size for UCaaS is estimated at USD 14.61 billion in 2024, and is expected to reach USD 38.75 billion by 2029, growing at a CAGR of 21.54%.

U S E C A S E

A retail success story



Goal: To harness VOSS automation for a massive transformation and upgrade project across all flagship stores and distribution centers.

The retail industry is evolving its business model to be more agile and resilient. There is a growing reliance on automation to support hybrid working where possible, to gain quicker and better insight into employee and customer experience, and also as a way to reduce overhead costs.

CHALLENGE

This global retailer wanted to carry out a major UC and collaboration transformation project, to improve employee and customer experience through better use of UC and collaboration technology.

SOLUTION

The company chose VOSS Migrate for its revolutionary methodology that automates the process to discover, extract, transform, validate, and load the huge volumes of users, devices and (UC) and collaboration services, from a legacy platform to the new environment. They selected VOSS Automate to replace error-prone manual tasks with intuitive zero-touch workflows to streamline business processes. They harnessed the power of VOSS Insights, to gain actionable intelligence into the performance of their collaboration tools and to better understand employee and customer experience.

U S E C A S E

A retail success story

BUSINESS VALUE

The retailer was able to save more than 66% on the migration project, compared to carrying out the transformation manually. VOSS was able to prevent any reputational damage, removing any risk of error, and radically reducing helpdesk calls, post-rollout. The company was able to achieve its goal of introducing more automation for better operations and performance management of the collaboration platform.

“ **Over the past 2 years, this global retailer has migrated over 5,000 stores. Leveraging the power of VOSS Migrate, it takes just 45 minutes to set up each store location. It would take 8 hours per store, if they carried out a manual migration.** ”

CONTACT VOSS

At VOSS, we introduce high levels of automation and intelligence to empower you to improve employee productivity, unlock savings, and fuel business growth. VOSS is a central point of control and insight into your UC, collaboration, and contact center processes, helping you get the best out of your communications infrastructure.



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