

Polycom® Retail Industry Solutions

Faster response to market demands. Higher level customer service.



Polycom helps retailers provide an increased level of customer service. Retailers continuously stay engaged and maintain customers.

Polycom provides the solutions that enable real-time collaboration between stores, suppliers, warehouses, buyers, and sales teams, which ultimately leads to better customer service and supply management.

Integrating Voice, Video, Content and Wireless

Polycom offers the broadest range of solutions to enable anyone to successfully connect and conference, no matter what the environment. This includes almost any type of user device, as well as the necessary supporting infrastructure and management tools. All Polycom solutions are backed by a world-class service and support organization, which Polycom delivers from its global network of 55 offices in 25 countries. Only Polycom can take your collaborative communication network where it needs to go with the best products, the best partners, the best practices, and the most advanced services on the market today.

Voice

For retailers, Polycom IP phone connectivity between headquarters, branches, warehouses and other locations provides high quality, reliable, cost-effective communications. Applications can be embedded into IP phones to transform them into powerful productivity tools and a catalyst for fast decision-making. And, HD-quality sound between the retailer and suppliers ensures full comprehension and understanding of orders, requirements, and shipping status. With unprecedented price and performance, retailers around the world are using Polycom voice solutions to enhance collaboration, gain a competitive advantage, and reduce costs.

Video

In an industry where face-to-face, personal interaction with customers is the key to success, Polycom makes this a reality with HD video solutions that bring retailers and customers together – just like being there. Video-based, kiosk-type devices can be used to bring in remote experts for consultation, product inquiries or to shorten troubleshooting support calls. Key information and content such as sales reports, customer survey results, market information, and supplier shipping status can be shared and have more impact. And, critical retail processes such as interviewing, customer support, distance learning can all be enhanced and condensed using Polycom.

Wireless

Polycom offers the most durable, feature-rich, and cost-effective wireless telephony solutions to streamline communication throughout the retail environment – from the manager to the store floor to the warehouse. Our wireless phones go beyond the capabilities of paging systems, cordless telephones, two-way radios, and cellular

Benefits

- Superior Customer Service
- Better Internal and External Communications
- Enhanced Supply Management
- Increased Operational Efficiencies
- Real-time Inventory Management

Key Applications

- Store Connectivity
- Store/Central Supply Management
- Customer Service Kiosk

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products. Employees perform their jobs faster and more effectively by staying in touch with customers and staff while on the store floor. When integrated into retail applications, users can be notified automatically when Point-of-Sales terminals are malfunctioning, if inventory levels are low, or when customer inquiries are received. Customers no longer endure long hold times, and questions are answered immediately. Plus, the delays and distraction of overhead paging are eliminated.

Key Applications

Storewide Connectivity

Timely communication is one way retailers can improve employee productivity, enhance store operations and increase customer satisfaction. Polycom collaborative video conferencing solutions within and between retail branch locations can facilitate inventory checks, remote support, remote team meetings, last minute specials and new incentive programs. Headquarters can benefit too through better, faster access to sales reports, employee information, and remote expertise.

Store/Central Supply Management

Higher profitability is often a result of better inventory management, as well as more accurate supply and demand forecasting. Polycom real-time collaboration enables better forecasting, more timely inventory checks and balances, accurate tracking of shipping status and orders, and appropriate procurement. The result? Faster response to market and customer demands.

Customer Service

In retail today, companies with the most personal customer service programs often attract and retain market share. Polycom collaborative solutions help bring retail services, support and remote product expertise closer to the consumer with interactive kiosks. They can be used for retail functions within and between stores including price lookups, inventory control, product details, multi-language support, technical support and answers to commonly asked questions. And wireless telephones allow store employees to respond quickly to customer requests with direct and immediate telephone access.

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