



Polycom® SpectraLink Wireless Telephone Systems for Retailers

BENEFITS

- Seamless integration with IP and traditional telephone systems
- Push-to-talk capabilities for group calling
- Excellent voice quality on converged Wi-Fi networks
- 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



With SpectraLink Wireless Telephone Systems, retail employees are equipped with the communication tool they need to improve the overall customer experience and store performance.

Polycom's SpectraLink 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, while providing high-quality yet cost-effective communications.

The Customer Service Solution

SpectraLink 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, 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.



SpectraLink and KIRK are now part of Polycom

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. 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 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.

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. 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 discretely

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

Shelved 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. To learn how SpectraLink Wireless Telephones will improve communication in your facility, please contact Polycom.



Improved Responsiveness with Text Messaging

Polycom's Open Application Interface (OAI) allows third-party systems, such as inventory control, point-of-sale, and security systems, to send text messages to the Wireless Telephone display. Text messaging integrations enhance customer service, increase employee productivity, support access to data, and heighten store security.

- Shopper call boxes
- Service requests
- Merchandise price lookups
- Access to affinity program database information
- Alarm and security systems
- Service desk back-up
- Task reminders to employees
- Inventory access
- Automatic reporting of POS data
- Asset and merchandise control

©2007 Polycom, Inc. All rights reserved

Specifications subject to change without notice.

SpectraLink is a registered trademark in the US and other countries and is a trademarks of Polycom Inc.

Polycom Headquarters: 4750 Willow Road, Pleasanton, CA 94588 (T) 1.800.POLYCOM (765.9266) for North America only. For North America, Latin America and Caribbean (T) +1.925.924.6000, (F) +1.925.924.6100



Polycom Wireless

Voice Communications: 5755 Central Avenue, Boulder, CO 80301 (T) 1.800.676.5465 or +1.303.440.5330, (F) +1.303.440.5331