

RETAIL USE CASES

How cloud communications
can benefit retailers

Retail is a dynamic and competitive space. You need flexible and cost-effective solutions that allow your business to shift as the market demands. You also want your team engaged with customers from the moment they walk into your store to the moment they leave with their purchase.

The cloud-based UNIVERGE BLUE CONNECT communications platform with built-in voice only call center capabilities goes a long way towards improving customer service – regardless of whether they are showing up in person at your store or calling in from their phone from wherever they are. And it helps you empower employees to collaborate effectively and

work more efficiently – from any location – all while maintaining the highest levels of security and privacy.

**Let's look at five key use cases
for retailers.**



**UNIVERGE BLUE®
CONNECT**

**DELIVER
SUPERIOR
CUSTOMER
SERVICE**

**MAXIMIZE
EMPLOYEE
PRODUCTIVITY**

**SECURE
YOUR
COMMUNICATIONS**

**PRESERVE,
SEARCH, &
RETRIEVE
COMMUNICATIONS**

**SUPER CHARGE
WORKPLACE
EFFICIENCY &
PRODUCTIVITY**



DELIVER SUPERIOR CUSTOMER SERVICE

MEET YOUR CUSTOMERS WHERE THEY ARE

Whether in person or through the phone, retail customers today expect speed and convenience in all their interactions. This has implications not just for your store's web presence and mobile app capabilities, but also for communications in general. Customers want to be able to reach the appropriate person or department quickly and easily. And they want great service and convenient access, which means quick issue resolution, and a personalized experience – every time.

NEC's UNIVERGE BLUE CONNECT with built-in voice only call center capabilities improves customer interactions for small to mid-size retailers. Our solution combines voice, chat, video, email, and call center capabilities into a single easy-to-use interface. This allows you to maintain better contact with your customers, optimize employee productivity based on individual needs and lastly, help secure any personal information being discussed.

BENEFITS		
SEAMLESS COMMUNICATIONS	FAST RESPONSE TIMES	COMPLETE TRANSPARENCY
Sophisticated suite of call handling and routing features combined with seamless integration into mainstream CRM applications.	Automatically connect callers to the next available agent when all agents are busy with calls.	Let customers know how long they'll have to wait for an agent and where they are in line.

MAXIMIZE EMPLOYEE PRODUCTIVITY

SUPPORT HYBRID WORK MODELS FROM ANY LOCATION

Your employees need to be able to work flexibly no matter where they are. And your customers should experience seamless, consistent communications, which means maintaining the thread of conversations over time, as employees continue across channels from home to the store.

UNIVERGE BLUE CONNECT seamlessly integrates all your communications tools – desktop phones, mobile devices, and computers – into one manageable platform that flexibly accommodates employee needs and locations while ensuring a consistent and high-quality customer experience.

BENEFITS		
CONSISTENCY AND PRIVACY	FLEXIBILITY IN MEETINGS	FAST, INFORMED INTERACTIONS
Customers will see your business phone number only, whether employees are connecting from their laptops, mobile phones, store phones, or call center.	Video conferencing participants can join meetings from their desktops or mobile devices, wherever they are.	Users can get up and running quickly and controls are integrated right into the CONNECT Desktop App.





SECURE YOUR COMMUNICATIONS

ADHERE TO THE HIGHEST LEVELS OF SECURITY AND PRIVACY

UNIVERGE BLUE CONNECT comes complete with the necessary security and privacy controls to address a wide range of retail industry regulations. It combines a phone system with desktop and mobile apps for video conferencing, team chat, and business SMS, as well as file collaboration and

backup capabilities. Everything you need for your team to keep your data, communications, and meetings secure and compliant is included, whether they're in the store or on the road – with full support for mobile devices.

BENEFITS		
SECURE DATA	SECURE MEETINGS	SHARE DOCUMENTS SECURELY
Your files and voicemails are encrypted at rest and in transit. Multiple backup copies ensure you never need to worry about lost files.	Only authorized participants can join your virtual conferences.	Account-level encryption keys secure stored documents, and SSL/TLS secures documents as you share them.

PRESERVE, SEARCH AND RETRIEVE COMMUNICATIONS

SECURELY CAPTURE RELEVANT CONVERSATIONS & ENSURE COMPLIANCE WITH RETENTION REQUIREMENTS

As retailers expand their use of chat, SMS, calls, meetings, and other communications capabilities, more and more business-critical and sensitive information is shared using these channels. To make this information easy to find whenever needed, it's critical to safeguard these interactions from accidental or inappropriate deletion. A secure, searchable archive allows users to quickly identify and retrieve relevant conversations and ensure compliance with internal governance and regulatory retention requirements.

The UNIVERGE BLUE ARCHIVE solution is tightly integrated with UNIVERGE BLUE CONNECT to automatically preserve an organization's chats, SMS, phone calls, voicemails, meetings, and more without requiring user or administrative action. ARCHIVE is fast and easy to deploy and provides a powerful contextual search capability of retained communications based on a view of all users across different channels.

BENEFITS		
AUTOMATIC DATA CAPTURE	FIND WHAT YOU NEED	SECURE ARCHIVE
Capture and retain calls, chats, meetings, and SMS to help ensure your communications are preserved in one place.	Powerful contextual search to quickly find CONNECT conversations when you need them.	Data is encrypted at rest and in transit, and multi-factor authentication protects data from access by unauthorized users.



SUPER CHARGE WORKPLACE EFFICIENCY & PRODUCTIVITY
COMMUNICATION ENHANCEMENTS THAT UNLOCK YOUR TEAM’S TRUE POTENTIAL

Most businesses are actively looking at artificial intelligence and how it can benefit their business. [In fact, more than half of businesses want to use it to improve productivity and customer service.](#) NEC’s UNIVERGE BLUE PULSE allows you to immediately begin implementing artificial intelligence to work smarter, be more productive, and improve your customer experience.

Seamlessly integrated within UNIVERGE BLUE CONNECT, UNIVERGE BLUE PULSE™ artificial intelligence (AI) technology transforms how businesses work. By harnessing the power of Generative AI, Large Language Models, and Natural Language Processing, NEC’s UNIVERGE BLUE PULSE technology is helping businesses of all sizes enhance employee collaboration and customer care, protect their IP, and realize greater mobility, efficiency, productivity, and cost savings.

BENEFITS		
AI ASSISTANT	VIRTUAL BACKGROUNDS	AUDIO TRANSCRIPTIONS
Enhance productivity using Generative AI, to help employees access information easily and automate repetitive or time-consuming tasks.	Reduce distractions with greater visual privacy during meetings, especially in remote environments.	Receive automatic transcriptions of voicemail and customer call recordings, along with video meetings where it can also identify actionable items

CONTACT US TODAY TO FIND OUT HOW THE FULLY-INTEGRATED CLOUD-BASED UNIVERGE BLUE CONNECT COMMUNICATIONS PLATFORM CAN HELP YOUR RETAIL BUSINESS ACCELERATE ITS DIGITAL TRANSFORMATION AND EXCEED CUSTOMER EXPECTATIONS.

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