



STAGE 2 CASE STUDY: RETAIL

“Our company has grown quickly, opening eight new stores in the past 12 months. The Stage 2 solution keeps our telecom overhead at a minimum while allowing us to expand our operations across the United States.”

Controller

SUBJECT

A creator, producer, promoter and international distributor of men’s, women’s and children’s footwear and fashions.

SITUATION

The company’s U.S. flagship store and its, then, few U.S. outposts were utilizing disparate proprietary phone systems that inhibited timely communication, including stock assessment, among locations – potentially inhibiting growth plans.

SOLUTION

Stage 2 initiated a relationship with the company by providing Internet access, only to be soon asked to discuss potential solutions for endemic intra-store calling difficulties – of great concern to both U.S. and parent (European) management due to an aggressive new store opening schedule.

Stage 2’s hosted business phone systems solution had great appeal – affording the company a standardized installation approach and telecommunications platform for dozens of stores staged for completion with a few years’ time. In addition to providing each new location’s phones with a consistent and contemporary look, Stage 2 was able to deliver a more efficient connection among U.S. stores – from dispensing announcements, to enabling four-digit direct dialing by salespeople seeking current stock information, to transferring of overflow and after-business-hours customer calls to available personnel.

SYNOPSIS

Stage 2 promoted the full leveraging of its hosted business phone system solution's standard features, allowing our customer to:

- Facilitate and economize intra-store communications – abating wait times and costs formerly incurred with stock fulfillment inquiries.
- Achieve system consistency, reliability and ease of implementation during a time of aggressive store openings and new employee integration.
- Enhance customer service capabilities via off-hour and overflow call transfers.