



## One-Retail

communicating excellence



### What is it?

It is the key to delivering an enhanced customer experience and increased competitiveness through effective and timely customer interaction management.

The distributed nature of retail organisations, with a range of customer 'touch points' such as face to face, telephone, mail, e-mail or fax has always proved a challenge to manage since the diverse nature of these interactions can require access to skills and resources which are not always readily available at the point of sale.

Vodat International One-Retail delivers that access in real time.

### What will it do for me?

#### Vodat International One-Retail will:

- **Make retailers 'easy to do business with' by relieving stores from telephone enquiries allowing resources to concentrate fully on driving sales.**
- **Allow access to knowledge experts within the organisation providing customers with instant answers to enquiries such as product information etc.**
- **Reduce operational costs through remote control and management allowing greater business analysis and planning.**
- **Increase customer loyalty through better customer service and subsequent brand differentiation.**

Other in-store applications can still be available, but are accessed via a menu option on the home screen.

### How does it work?

Vodat One-Retail is an integrated software suite developed by our partners Interactive Intelligence, enabled for multimedia with an inventive interaction 'event processor' technology providing a single software architecture which manages phone calls, faxes, e-mails and web-interactions. With more than 10 years of research and development refinement, the solution can be tailored through its modular design to meet your exact requirements.

One-Retail can adapt to changing customer and market requirements by adding features as they are required, ensuring you no longer need worry about more hardware or third-party systems from a proprietary vendor. Additionally, the modular design allows for a quick and cost effective deployment ensuring that changing requirements can be fulfilled within weeks rather than the months which traditional architectures might have dictated.

### Why Vodat?

- One-Retail is a Business to Business offering. It is secure, reliable and not Internet based.
- We view the infrastructure as a vital means to an end. Our experience expertise and dedication to researching retail relevant new IP technologies, means that we will continue to assist you in delivering substantial, quantifiable benefits to your business.
- Our service is unique in the retail market and stems from Specific experience in the development and implementation of support solutions in Retail for over 20 years.
- We deliver a complete managed service, through proactive management and support.
- Finally but by no means least - we really do care about service. We are dedicated to providing exemplary customer support and adopt a 'partner delivering value' approach in our mission to be part of our customer's strategic planning process.