



*icStore* optimizes the customer experience and retail sales

Large national retailer

### Client Challenge

Reposition for 21st century retail with a technology solution to maximize revenue opportunities and increase customer satisfaction

### What We Did

- Designed, built, implemented, and maintained a comprehensive call routing and contact center solution on a secure, cloud service platform
- Migrated 10,000 associates to VoIP in contact centers
- Integration of 850 stores with contact center to optimize sales and customer experience



## RESULTS

Realized \$11million annual telecom expense savings, answered 37.5 million more calls per year, and improved customer satisfaction resulting in new revenue