



## *icStore* optimizes the customer experience and food sales

## Global retail food chain

### Client Challenge

Develop a technology solution to optimize sales and create the best possible customer experience chain-wide

### What We Did

- Combined cloud platform with local call delivery and control
- Deployed across 600 stores optimizing sales and customer experience



## RESULTS

Achieved 90+% delivery targets, increased operations efficiency 15-20%, and increased sales from inbound calls 10%.