



Retail

▶ Coles Supermarket Improves Customer Services & Responsiveness with Polycom KIRK Cordless

Background

Coles Myer supermarkets are part of Coles Myer Limited—Australia's largest retailing group and one of the top 25 retailers in the world. Coles Supermarket in Pakenham, Victoria employs 120 people, of whom approximately 25 work "on the floor" where they need to be contactable at any time. They also have to be able to request help or technical support if they need to.

The Response Challenge

Coles Myer Limited operates 410 stores throughout Australia serving more than 4.5 million customers every week and employing more than 54,000 people. An efficient communication platform is crucial for the smooth running of such a large business.

In Pakenham, previously, employees had to waste time while searching for the nearest phone in order to request support for an urgent matter. On the other hand, customer inquiries could not be answered on-the-spot and usually they needed to be called back to provide the required information.

A Cordless Solution

In 2001, the supermarket had a Polycom KIRK Wireless Server 1500 installed. The KIRK DECT cordless phones are mainly used by Department Managers to receive internal and external calls. Since employing the system and using the cordless phones, the supermarket has achieved considerable productivity savings by reducing time wasted accessing calls.

Store Manager Martin Camilleri says, "Our customer service responsiveness has improved significantly. We are now able to answer calls on-the-spot, and customers no longer have to wait for somebody to call them back. They get their inquiry answered right away. We also see a huge advantage in regards to every day internal communications. If, for instance, a refill in a specific aisle is needed, it is just a matter of picking up your phone from your belt. You no longer have to run around looking for the nearest phone and the job is taken care of instantly.

Besides the ease of communication, the noise pollution which we experienced when using P.A. is completely gone. In one incident, using the cordless handset from Polycom (KIRK) we actually saved us a visit from a technician.

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▶ Daily Use

- Coles Supermarket located in Pakenham, Victoria
- Staff of 120
- Employees on the floor must be reachable at any time and able to request help or technical support

▶ Solution

- Polycom® KIRK® Wireless Server 1500
- Polycom KIRK DECT cordless handsets (9)
- Polycom KIRK Base Stations (4)

▶ Results and Benefits

- Improved customer responsiveness
- Improved internal communications
- Ability to quickly resolve problems

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Store Manager Martin Camilleri

One of our freezers broke down and instead of having to wait for a technician's visit, I was guided through on-line by the technician, being able to be right on the problem spot, and the problem was solved over the phone, saving us time and money. We even avoided having to empty freezers of goods.”

Polycom KIRK DECT wireless handsets

KIRK Handsets are designed and developed with the demanding user in mind. With focus on functionality, design and quality we continuously aim at making better handsets.

There is a range of KIRK DECT Handsets to choose from - each of them providing valuable functionality to the users. The KIRK DECT Handsets can be registered at up to 10 different systems making it possible for an employee who travels between these locations to bring along his handset.

Learn More

Visit us at www.polycom.com to learn more about Polycom unified communications solutions and how they can save your organization time and money—and enable you to quickly realize a return on your investment. Or contact your Polycom account representative for more information.

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