

Customer EXPERIENCE

ABOUT SETPOINT

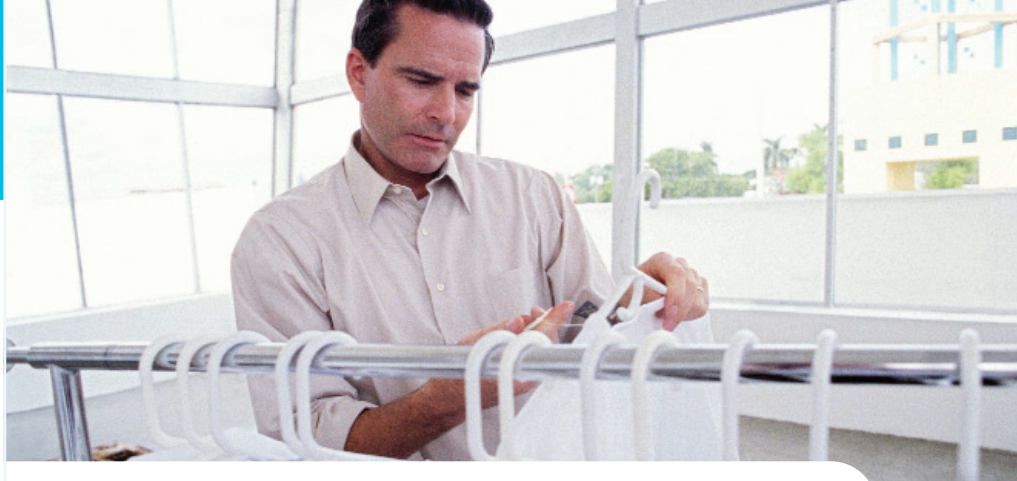
The Setpoint chain has 33 menswear shops operating under the name of Setpoint and seven ladies wear shops under the name of Tender. The aim is to provide fashion that emphasizes individual identity. This is why in addition to fashionable clothing, Setpoint has expert staff who can listen to a customer's needs and translate these subtly into appropriate clothing. Visit www.setpoint.nl and www.tender.cc.

CUSTOMER NEEDS

- Real time connection with head office for data exchange
- Phone system to support communications between branches and Head Office
- Cost reduction

"We're definitely going to have discussions with Mitel regarding future improvements to our communications solutions. We're very confident about the technology and are counting on major cost savings. Something that is essential in the retail sector!"

**– Vincent Zaunbrecher,
Logistics Manager, Setpoint**



Setpoint ready for the future with IP communications

IP communications system a first in clothing retail sector

Setpoint, a leading fashion chain in the Netherlands required a new telephone exchange for all of its 40 branches and investigated the most appropriate solution on the market. Four suppliers, including Mitel®, were shortlisted by Setpoint and it soon became clear that Setpoint required an IP telephone exchange that was ready for future developments. Mitel came out as the leading supplier with its off-the-shelf and cost-effective IP communications solution.

Costs and capabilities

Deploying IP made economical sense, "We use the tills in Setpoint and Tender shops to query the head office stock level data," says Vincent Zaunbrecher, Logistics Manager at Setpoint. "We used to use dial-up sessions through a router; the Breda branch, for example, would query the data some 1,300 times every month. Every session used to cost six euro cents per minute, which resulted in a substantial bill. Clearly it would be much more cost-effective to use an ADSL line that would open up a greater range of options to us. Implementing the Mitel Teleworker Solution was a cost-effective option of achieving this and we could also use the line for telephony to improve communications between the branches and head office, saving the need for a separate telephone system at each store."

In the clothing retail sector everything is driven by cost reduction. However, no clothing chain in the Netherlands had as yet switched to IP telephony and phoning via an ADSL line. Setpoint was a real pioneer in this respect.



it's about **YOU**

SOLUTION COMPONENTS

- Mitel 3300 MX Controller
- Mitel 5220 IP Phones
- Mitel OpenPhones 27 (IP-DECT Telephones)
- Mitel Teleworker Solution

RESULTS

- Savings of 50 percent on communications costs
- Simplified management of communications system
- Easily extended to new branches

“We now pay the network provider KPN a fixed amount at the beginning of each month and only pay extra for accessing the public network. Investigations have shown that this only comes to about 20 percent of our telephone traffic. The remaining calls are internal ones. The fact that there are no additional costs for internal calls means that we save a lot of money here too,” said Zaunbrecher.

Pilot

Setpoint designated its shop in Breda, Netherlands, which was well above average in terms of the number of dial-up calls, as the first location to get this new solution. An IP telephone was connected to this line. “The equipment uses the Internet to contact the centrally located IP communications platform installed at our head office. Internal phone calls are made via this route and where required we break out into the public network,” stated Zaunbrecher.

In Breda it immediately became clear that it was both practicable and successful. Following this, the organization rolled out ADSL lines and Teleworker Solution phones at its other branches as quickly as possible, so that they too could benefit. “We were using our old telephone exchange on a lease which was due to expire shortly. All things considered, it was obvious that we should go for IP telephony for all our branches,” said Zaunbrecher.

Transitional phase

All Setpoint branches have been given new telephone numbers. The organization now uses a single telephone number, with the last three digits corresponding to the branch. The new numbers are now shown on all till receipts. “The additional benefit of a centrally located IP telephone exchange is that you can deploy applications to improve customer service such as installing music-on-hold and voice mail, or bring special offers to people’s attention, all from a central point. Setpoint uses a customer database so we can also reference customer information to callers, increasing customer loyalty,” says Zaunbrecher.

Implementation and management

A distinctive feature of the clothing retail sector is that it is seasonal. While the sector experiences very busy periods, it also has very quiet ones. The new IP communications infrastructure was, of course, installed and rolled out during the low season “It all went very quickly and smoothly,” says Zaunbrecher.

The future

All of the branches have now been migrated to ADSL for IP communications and Setpoint is going to trial IP-DECT telephones on site in the near future.

“Where a branch has a number of floors it may be worth considering using an IP-DECT telephone. Branches such as Eindhoven and Tilburg have two or three floors and installing a single set is inefficient, so it becomes worth considering what an IP-DECT solution has to offer. Also, we are looking at rolling out the Mitel Teleworker Solution to several members of our management team who regularly work from home to provide them with the same features and access to the corporate network that they have in the office,” concluded Zaunbrecher.

MITEL it's about **YOU**

Companies don't make decisions, people do. That is why Mitel is leading the way toward a new and more personalized approach to communications for enterprise and small business. Our innovative solutions, applications and desktop appliances enable you to access, process and control your communications and information naturally, simply and efficiently.

Our solutions allow you to collaborate over distance and time and to interact with your customers, colleagues and partners as never before. By combining the power of voice, data and video over converged high speed networks, Mitel provides you with flexible and personalized tools that let you leverage the latest advances for personal and organizational advantage.

North America

Tel: (613) 592 2122
Fax: 1 800 648 3579

Benelux

Tel: +31 (0)30 85 00 030
Fax: +31 (0)30 85 00 031

Middle East

Tel: +971 4 3916721
Fax: +971 4 3915288

Latin America

Tel: +52 (55) 5261 4700
Fax: +52 (55) 5261 4700

Italy

Tel: +39 02 2130231
Fax: +39 02 21302333

South Africa

Tel: +27 11 275 2880
Fax: +27 11 275 2899

UK

Tel: +44 (0)1291 430000
Fax: +44 (0)1291 430400

Germany, Switzerland, Austria

Tel: +49 (0)211 5206480
Fax: +49 (0)211 52064899

Asia-Pacific

Tel: +852 2508 9780
Fax: +852 2508 9232

France

Tel: +33 (0)1 61 37 00 90
Fax: +33 (0)1 61 37 00 99

Portugal and Spain

Tel: +34 91 490 5300
Fax: +34 91 490 5301

South Pacific

Tel: +61 2 9023 9500
Fax: +61 2 9023 9501

www.mitel.com



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