

CUSTOMER EXPERIENCE



ABOUT APPLIANCESMART

Type: Factory authorized liquidation outlet for consumer appliances

Location: Headquartered in Minneapolis, MN, U.S.

Configuration: 15 nationwide locations

Staff: 300+

Website: www.appliancesmart.com

CUSTOMER NEEDS

- Provide mobile employees with the ability to answer incoming customer inquiries, anytime, anywhere in the store
- Seamlessly integrate existing SpectraLink wireless handsets into a new communications system
- Ease of management so internal staff can maintain and troubleshoot system from any location
- Ability to add new applications as company grows and needs change

“One of the main reasons we like the Mitel solution is because it is very flexible and provides us with the framework to deploy applications in the future. The larger we get, the more we’ll need to take advantage of these benefits, and it’s really nice to have that flexibility.”

– Cheri Gibbons,
Information Systems Manager, ARCA

ApplianceSmart Recruits Mitel for IP Migration

As a factory authorized liquidation outlet, ApplianceSmart provides top quality major consumer appliances at low prices. Headquartered in the Mid-West, ApplianceSmart has 15 locations across the United States. Each store is divided into approximately 40,000 square feet of showroom and warehouse floor. The sales team is responsible for attending to customer inquiries both on the floor and on the phone.

ApplianceSmart’s obsolete communications system, however, limited the sales teams ability to answer inquiries efficiently. Sales associates tending to customers on the floor often would miss sales calls to their desktop phone and vice versa. This resulted in dropped calls, frustrated customers, and, ultimately, lost revenue.

Increasing employee mobility, productivity

A new solution was needed. Cheri Gibbons, information systems manager for ARCA, ApplianceSmart’s parent company, began researching communications systems and found that IP communications was a good fit for the company’s current and future communications needs.

Gibbons’ research led her to visit a Mitel® solution provider to view a demonstration of Mitel’s unified communications. She liked what she saw.



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SOLUTION COMPONENTS

- Mitel Mobility Solution comprised of:
 - SpectraLink NetLink wireless handsets
- Mitel Unified Messaging Solution comprised of:
 - Mitel Messaging Server
- Mitel 3300 IP Communications Platform (ICP) for each location
- Mitel IP phones

RESULTS

- Increased customer satisfaction and associated revenue achieved through a reduction in dropped calls to the store
- Increased productivity, revenue per employee, and customer satisfaction, as employees can be reached in the moment they are needed
- Intuitive web-based tools provide simple and efficient system maintenance
- Turnkey solution is quickly replicated when new stores open

ApplianceSmart selected a Mitel Mobility Solution and gave their employees flexibility in the way they work. Offering presence and availability information, Mitel's Mobility Solution is a simple-to-use solution that allows ApplianceSmart to eliminate endless phone tag and lets customers reach the right person, at the right time, and on the right device, to get immediate answers.

Equipped with SpectraLink wireless handsets twinned to employee desktop phones via the Mitel 3300 IP Communications Platform (ICP), ApplianceSmart sales people can address customer queries in the moment. Now if a customer calls an employee desktop phone the call is automatically transferred to the employee handset—the call gets answered no matter where they are in the store. As well, if an employee needs to check inventory in the store, they no longer have to put the customer on hold or call them back. Now they can talk to the customer and find the answer right away.

The right choice for growing businesses

With the Mitel Mobility Solution, ApplianceSmart has enhanced the customer experience and increased sales. "One of the main reasons we like the Mitel solution is because it is very flexible and provides us with the framework to deploy applications in the future," said Gibbons. "The larger we get, the more we'll need to take advantage of these benefits, and it's really nice to have that flexibility."

Global Headquarters	U.S.	EMEA	CALA	Asia Pacific
Tel: +1(613) 592-2122 Fax: +1(613) 592-4784	Tel: +1(480) 961-9000 Fax: +1(480) 961-1370	Tel: +44(0)1291-430000 Fax: +44(0)1291-430400	Tel: +1(613) 592-2122 Fax: +1(613) 592-7825	Tel: +852 2508 9780 Fax: +852 2508 9232

For more information on our worldwide office locations, visit our website at www.mitel.com/offices

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