Keeping track of calls to your stores shouldn't be an exercise in blind man's bluff.

The branch sales manager for a leading specialty flooring retailer came to ISI with a problem: "We can't see what happens to customer calls once they reach one of our 142 warehouse stores and design studios." Adding ISI Cloud Services to the company's Cisco® Call Manager infrastructure gave him the call analytics and reporting visibility he needed to take the blindfold off and dramatically improve customer experiences. Naturally, he was floored.

Retailers trust Cisco for reliable, secure, scalable, and manageable call control and session management. And understandably. This is where Cisco shines. Where its CallManager platform falls short, however, is in its native CDR Call Analysis & Reporting capabilities. CallManager is simply unable to give retailers the multi-location call visibility needed to track customer experiences once their inbound calls reach a store. Is the customer getting to the right department the first time? How long are they waiting on hold? At what point do they hang up (and possibly call a competitor to make a purchase)? Providing this level of visibility is where ISI comes in.

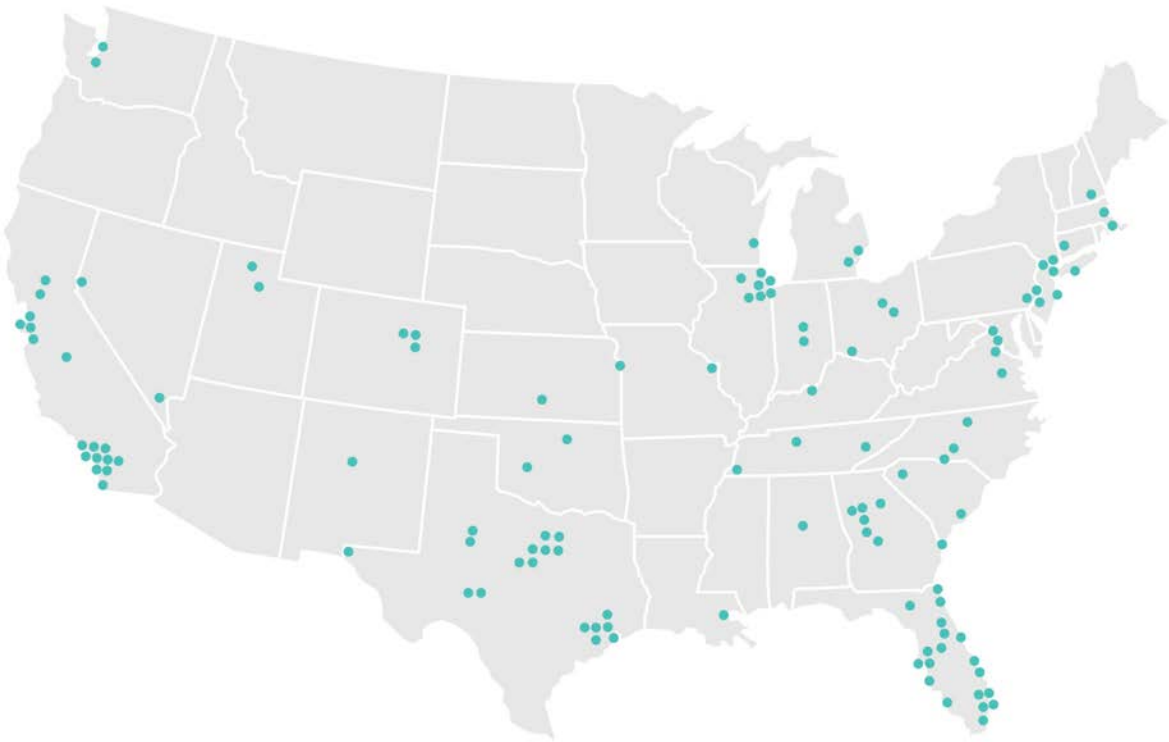
Enhance the customer shopping experience
Reduce the number of department-to-department call transfers.

Provide a higher level of engagement
To ready-to-buy consumers regardless of the store location they call.

Increase sales opportunities
Complete customer follow-ups more efficiently than even some digital channels such as online form submissions.

At ISI, we don't make the Cisco CallManager applications retailers use. We make them improve customer experiences.

> *Consumers who initiate inbound calls to retail locations convert faster, spend more, and have a higher retention rate.*
>
> *Forrester Research, Inc.*



142 warehouse stores and design studios. In 32 states. And one cloud analytics platform to keep track of them all.

Improving customer experiences

ISI gives national specialty flooring retailer the critical inbound call visibility it needs to get customers to the right employee, in the right department, at the right time.

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