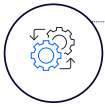


Super Charge Retailer Success

Gain a Competitive Edge with Communication Technology and AI-Enhanced Productivity

Retailers continue to explore strategies to leverage best of class communication technologies and workforce productivity enhancements to achieve competitive advantage in the post pandemic marketplace. Yet, for executives facing the selection of what technologies to use and how to use them, the decisions don't come lightly. The considerations faced by leaders as retail organizations innovate towards best-in-class process and behavior are many:



Integration and Compatibility

Communication technologies and tools must be compatible with existing systems and need to be seamlessly integrated into the retail infrastructure. Many retailers have multiple systems and platforms in place, and integrating new communication tools can be complex and time-consuming. Executives need to be concerned about avoiding disruptions and ensuring a smooth transition to new technologies.



Remote Work and Mobility

The rise of remote work and the need for mobile communication solutions pose challenges for retail executives. They need communication technologies that support remote collaboration, enable mobile access to critical information, and ensure secure communication channels. Balancing flexibility and productivity while maintaining data security is key.



Training and Adoption

Introducing new communication technologies to the workforce requires proper training and a drive towards widespread adoption. Retail executives need to address the challenge of educating employees on how to effectively use the tools, maximizing their capabilities, and encouraging adoption to realize the full potential of these technologies. Overcoming resistance to change and ensuring smooth onboarding are two criteria that are critical for workforce productivity.



Information Overload

With multiple communication channels and tools available, retail executives should be concerned about information overload and its impact on productivity. Too many emails, messages, notifications, and collaboration platforms can create distractions and hinder effective communication. Finding ways to streamline and prioritize communication while reducing noise and distractions is a priority.



*In a Forrester study, businesses with Unified Communications as a Service (UCaaS) make decisions **2.6 times faster** than businesses without UCaaS.*

— **Agility And Efficiency: Keys To Future-Proof Communications Technology.**
Forrester, January 2021



Security and Data Protection

Protecting sensitive customer data and ensuring the security of communication channels are top concerns for retail executives. They must address the risks associated with data breaches, unauthorized access, and potential vulnerabilities in communication technologies. Implementing robust security measures and complying with data protection regulations are essential to maintain customer trust and mitigate risks.



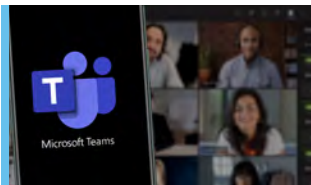
Multichannel Customer Engagement

Retail executives understand the importance of effectively communicating with customers across various channels. Yet they can face the challenge of integrating customer communication channels, such as social media, live chat, email, and phone, with internal communication platforms. Ensuring consistent messaging, timely responses, and efficient customer service across all channels is crucial for enhancing customer satisfaction and driving productivity.

Addressing these concerns requires a strategic approach, careful selection of communication technologies, proper training and adoption programs, and ongoing evaluation of the tools' effectiveness. Retail executives must stay updated on the latest trends and best practices to optimize workforce productivity through effective communication technologies. Most often, a successful roadmap includes selecting and building a relationship with a trusted provider who can consult and lead the journey.

Unified Communications and Considerations for the Use of Microsoft Teams in Retail

When addressing the "what's next", a strong recommendation can be made for the use of a solution like Microsoft Teams to consolidate and improve Unified Communications strategies for the retail organization.



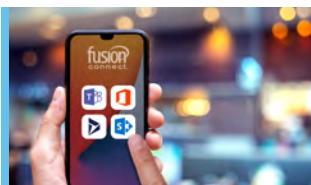
Unified Communication and Collaboration

Microsoft Teams integrates various communication and collaboration tools into a single platform. It combines chat, video conferencing, voice calling, file sharing, and collaboration features, streamlining communication and enhancing collaboration among retail teams. This unified approach reduces the need to switch between different applications and simplifies workflows, improving overall efficiency and productivity.



Scalability and Flexibility

Microsoft Teams calling services can scale to accommodate the needs of retailers, whether they have a single store or a global retail chain. It allows for easy management of user accounts, call routing, and administration, making it adaptable to different retail environments. With cloud-based infrastructure, Teams calling services offer flexibility for remote work scenarios and enable employees to connect and collaborate from anywhere, fostering agility and resilience in the retail business.



Integration with Microsoft Ecosystem and Business Tools

Microsoft Teams seamlessly integrates with other Microsoft tools and services, such as Office 365, SharePoint, and Dynamics 365. This integration enables retailers to leverage their existing Microsoft investments and access a comprehensive suite of business applications. For example, integration with SharePoint allows easy sharing of documents and information, while integration with Dynamics 365 provides customer relationship management capabilities.



"Fusion Connect has been at the forefront of the UCaaS industry, and the new additions to its Microsoft 365 offering are a testament to its commitment to innovation."

Elka Popova
VP of Connected Work
Frost & Sullivan

But What About AI? How To Be a Pioneer, Not a Follower

Is it too early to assess AI strategies within the retail organization? The answer resoundingly is No. AI initiatives can enhance retailers' use of Teams and Microsoft 365 in a myriad of ways. While it may appear to be a daunting task, a recommendation is to jump in and leverage AI in Microsoft, leveraging tools like Copilot and Power Platform, to reveal rapid and meaningful outcomes.



Intelligent Virtual Assistants

AI-powered virtual assistants, integrated with Teams and Microsoft 365, can provide automated support and assistance to retail employees. These assistants can handle routine inquiries, provide information, and perform tasks such as scheduling meetings or finding relevant documents. They can save time for employees, improve efficiency, and streamline workflows.



Smart Meeting Scheduling

AI algorithms can analyze participants' schedules, preferences, and availability to suggest optimal meeting times and locations. This feature, integrated into Teams, helps retailers efficiently schedule meetings and avoid conflicts. AI can also automate meeting setup by generating agendas, inviting attendees, and recording meeting minutes.



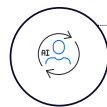
Intelligent Search

AI-powered search capabilities within Microsoft 365 can enhance the retail employee's ability to find relevant information quickly. AI algorithms can understand context, user preferences, and past interactions to provide more accurate and personalized search results. This helps employees access critical data, documents, or product information efficiently, improving productivity.



AI-powered Insights and Analytics

AI algorithms can analyze data from various sources within Microsoft 365, including Teams, to generate actionable insights. For retailers, this could include analyzing customer interactions, employee collaboration patterns, or sales data to identify trends, optimize operations, and make data-driven decisions. AI-powered analytics can provide valuable insights for improving customer service, optimizing inventory, or identifying market opportunities.



Personalized Customer Interactions

AI can enhance customer interactions within Teams by providing personalized recommendations, automated responses to common inquiries, and intelligent routing of customer queries. AI algorithms can analyze customer data and interactions to deliver personalized offers, product recommendations, and tailored customer support. This helps retailers provide a more personalized and engaging customer experience.



Sentiment Analysis

AI-powered sentiment analysis can be integrated into Teams to monitor and analyze customer sentiment based on chat conversations or customer feedback. This helps retailers understand customer satisfaction levels, identify potential issues, and take proactive measures to address concerns or improve customer experience.

By leveraging AI capabilities within Teams and Microsoft 365, retailers can enhance communication, collaboration, and decision-making processes. AI can automate tasks, provide valuable insights, personalize interactions, and streamline operations, ultimately improving efficiency, productivity, and customer satisfaction.

Follow Up Content

Subscribe to our [Podcast Tech UNMUTED](#) and read our [Blogs](#), [White Papers](#) and [Case Studies](#).



PODCAST

[MORE >](#)

How Generative AI is a Pioneer's Productivity Tool

From ChatGPT to Midjourney, learn how today's most disruptive technology can become the bedrock for efficiency and collaboration when leveraging the Microsoft 365 ecosystem.



CASE STUDY

[MORE >](#)

Wireless Vision Scales Rapidly with Streamlined Hosted Voice and Networking Services

Learn how Wireless Vision partnered with Fusion Connect for hosted voice and networking services to unify locations, secure critical data, and simplify vendor management.



BLOG

[MORE >](#)

Microsoft 365 Consultant

Learn how Wireless Vision partnered with Fusion Connect for hosted voice and networking services to unify locations, secure critical data, and simplify vendor management.



BLOG

[MORE >](#)

Microsoft CSP - Bringing Cloud Services Benefits to Your Organization

By working with a Microsoft CSP, businesses can receive tailored solutions and a streamlined experience, as well as access to a wider range of services and expertise in Microsoft technology. In addition, CSPs can provide value-added services such as custom deployment, security and compliance, training, and cost optimization.



BLOG

[MORE >](#)

How to Use Microsoft Teams

Microsoft Teams is a collaboration platform developed to provide a centralized hub for communication, collaboration, and file sharing to make it easier for teams to work together and stay organized.

Fusion Connect Corporate Overview

Fusion Connect is a next-generation managed communication service provider (MCSP) and Microsoft cloud services provider (CSP) enabling mid-market and enterprise businesses to connect people and applications globally. We tailor our highly available cloud communication, connectivity, and security services to meet the unique needs of our clients. Our services are backed by the industry’s most comprehensive service guarantee, that includes on-time installation, and 100% availability guarantees for next-generation services.

Teams Calling Services

Leverage your Microsoft 365 investment. Fusion Connect offers Direct Routing and Operator Connect to deliver business class phone features to Microsoft Teams to enable phone calls on any device, including PCs, smart phones, tablets, and Teams-enabled desk phones. It turns Teams into a complete business phone system, backed by Fusion Connect’s comprehensive service guarantees, including on-time installation and 100% availability for UCaaS services.

Managed Communications

A comprehensive cloud-based business communication solution for employees and contact center workers, including contact-center-as-a-service (CCaaS) to keep your business connected anywhere, anytime, from any device.

Managed Network Services

A single pane of glass to manage your technology infrastructure in real-time, with SD-WAN to encrypt data and optimize application performance, reliable Internet service for your employees and guests, and VPN to secure remote workers. Business connectivity is more than simply providing internet access. We manage and monitor the entire connectivity infrastructure to ensure availability and reliability.



“Our Microsoft Teams Calling service positions us at the forefront of the UCaaS market while solidifying our offering as the undisputed market leader in North America from a feature, coverage, and guarantee perspective. Before building this service, we invested a lot of time in understanding what companies needed, then designed and built a fully automated, feature-rich offering that addresses those needs.”

George Schoenstein
SVP of Marketing
Fusion Connect



Visit www.fusionconnect.com to learn more.

Or, contact a Fusion Connect Business Consultant today at **888-301-1721**.

