



**Metro Group: Innovation in Retail Providing Better Service to Customers**

"Metro Group is the third largest retailer in the world. Our business is all about growth and we believe that one differentiator is the use of modern technology. We try to innovate as much as possible, because this also gives you a competitive edge.

You first need a solid platform. It costs a little bit at the beginning, but you are earlier than your competitors and you are benefiting earlier from new technology. So this is where you can save costs, make your processes more efficient and take this money and invest it in your brand to the benefit of your customers.

I am totally convinced that Metro Group will be one of the winning companies because we have advanced technology."

Dr. Hans-Joachim Körber,  
CEO, Metro Group

Cisco and KIRK Wireless Communication Solutions:

## Bridging Communication Islands within the Retail Industry

Imagine a world of individualized and carefree shopping where shelves are always fully stocked and show the right prices, employees are available and able to provide you with assistance right away and there is no loudspeaker paging interrupting the experience.

To make shopping an experience for the customer, increase revenues and store assistant productivity, communication is key. With a wireless communication solution from Cisco and KIRK telecom you have taken one step towards making this a reality.



## The Retail Challenge – and the Solution

Today's retailers are increasingly focused on enhancing the shopping experience for their customers. To successfully compete, managers are looking for new ways to boost productivity and cost-effectively improve communication. Retailers are determining which solutions, and technologies may facilitate effective collaboration by breaking down distance barriers with new ways to share information and enhance discussions, leading to better decisions, interactions, and business growth.

### **The Power of the Network**

IP communications solutions have proven their ability to help organizations achieve this, enabling them to streamline business processes and reduce costs. For years companies have been realizing the benefits that carrying voice and data communications across a common IP infrastructure can bring. Today, with the Cisco® Unified Communications system of voice and IP communications products, those benefits are greater than ever. Instead of simply connecting products, the Cisco Unified Communications system provides structure and intelligence that helps organizations integrate their communications more closely with business processes, and ensure information reaches recipients quickly. Cisco Unified Communications products take advantage of the intelligence embedded in a smart infrastructure, designed to carry any combination of voice, video and data across the same links and through the same devices. It is also self-optimizing, self-protecting, self-healing and application-aware, meaning system resources are allocated to maximize employee productivity and prevent downtime.

### **A Range of Wireless Solutions**

Together Cisco and KIRK telecom are able to offer a range of wireless telecommunication solutions that enable retailers to reach the goals of boosting productivity and employee flexibility while improving overall communications. The IP-based solutions dramatically increase flexibility and improve operational efficiencies, helping to increase organizational productivity and enhance customer satisfaction by creating a compelling store environment. The wireless solutions furthermore result in significant cost savings for retailers who, by promoting greater levels of collaboration achieve measurable return on investment and exceed customer expectations thereby outpacing the competition.

# Advantages at a Glance

- Increased mobility improves employee flexibility
- Improved flexibility increases overall store efficiency
- Increased efficiency improves customer satisfaction and customer loyalty
- Increased customer loyalty provides a competitive edge and increases revenues

## PROFIT AND PERFORMANCE

### SHOPPERS VALUE PROPOSITIONS

- Product availability
- Agreeable shopping environment
- Improved customer services

### RETAIL BUSINESS VALUE PROPOSITIONS

- Employee satisfaction
- Increased customer loyalty
- Repeat business
- Maintaining competitive edge

### CORPORATE VALUE PROPOSITIONS

- Return on Investment
- Technical integration of business processes
- Increased profitability

## STORE/DISTRIBUTION CENTER



CISCO CALL MANAGER/  
CISCO CALL MANAGER  
EXPRESS



CISCO WLAN  
IP PHONE



KIRK HANDSET



PDA



CISCO IP PHONE



DUAL MODE GSM/WLAN  
PHONE

The benefits drawn from implementing a wireless IP solution from KIRK telecom and Cisco in a retail environment are multi-faceted and affect customers, employees and employer as well as the business as a whole. Some benefits are very tangible while others are of a more intangible nature. This illustration provides an overview of the elements involved as well as some of the obvious value propositions and benefits on the customer level, the business level and the corporate level.

# Benefits of Choosing a Cisco/KIRK Wireless Voice Solution

- **No Interference Issues:** The wireless KIRK DECT Handsets and DECT infrastructure assure fixed line quality for mobile employees with no interference issues in regards to existing 2.4GHz systems.
- **Seamless Integration and Streamlined Processes:** KIRK solutions integrate seamlessly with the Cisco CallManager/CallManager Express making the KIRK DECT Handsets visible in the CCM map and centrally manageable from the CCM like any Cisco IP phone.
- **Integrated Communication:** The joint solution allows retailers to integrate a communication system with their IT infrastructure, streamlining business processes for the way effective businesses need to work today.
- **Enhanced Performance and Efficiency:** Retail staff equipped with a KIRK Handset is able to be mobile throughout the work day and still remain available for colleagues and customers to reach.
- **Improved Customer Services:** Customer requests and queries can be answered immediately by getting relevant assistance using the wireless handset.
- **The Power of the Network:** A seamlessly integrated solution with assured compatibility.
- **Increased Store Capacity:** Empty shelves situations are avoided or handled quickly due to the improved internal communications.
- **Customized Solution:** Infrastructure elements providing powerful radio coverage for fast changing mixed environments.
- **Robust and Ruggedized:** KIRK Handsets are specially designed for use in fast-paced and materially abusive environments such as retail.
- **Feature-rich:** KIRK Handsets provide a long list of functionalities especially relevant for retail staff including:
  - Vibration and silent mode allowing staff to continue uninterrupted dialogue with customers
  - Headset allowing staff to make and answer calls while still keeping their hands free to work
  - Auto login making it possible for staff to bring their handset along and use it at up to ten company locations
- **Improving Employee Productivity and Management:** Cisco partners with leading application providers to revolutionize the way employees communicate and interact with retail systems. Applications delivered via durable Cisco IP Phones—including time clock and scheduling, HR, payroll, and other business applications— and KIRK IP DECT phones allow personnel to spend less time on routine tasks and more time with customers.
- **Using Cisco Networks to Maximize the Retail Environment:** Cisco Systems® understands the needs of today's rapidly changing retail environment. Based on Cisco's end-to-end networking capabilities, Cisco Collaborative Communications solutions provide both cost savings and security benefits.
- **Partnering with the Leaders:** By selecting KIRK telecom and Cisco as your collaborative communications solution partners, you reap all the advantages of working with the leaders in networking and IP telephony.

## So why choose Cisco and KIRK telecom?

Because by choosing this solution for your retail business you are assured all the benefits of installing an IP-DECT solution - and this from two companies which are world leaders within their respective fields.



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