



## CUSTOMER EXPERIENCE



### NATIONAL RETAIL FEDERATION

#### Savvy Shoppers

Representing a fast moving industry that includes 1.6+ million U.S. establishments with 24+ million employees, the National Retail Federation understands that keeping its busy staff well informed is vital to serving its members effectively. Looking to improve in-house communications, control system management, and broadcast timely updates to staff, NRF chose CTS from a field of top industry players as having the most compelling technical solution – one that would transform how the organization shares good news and industry information.

#### Taking Stock

After CTS performed an infrastructure assessment and took care of some firmware fine-tuning, the NRF's network was ready for IP voice. CTS then installed Mitel's MiVoice Business system at the NRF's Washington, DC headquarters. 150 Mitel 5360 IP phones were connected to the network using embedded Gigabit Ethernet access. Equipped with a vivid color display, the 5360 enables everyone at NRF to access and interact with apps through a 7-inch touch-screen. NRF's IT developers can use the 5360's built-in HTML toolkit for custom application development.

#### Custom Fit

CTS also implemented Mitel's Live Content Suite. Now NRF users can retrieve timely information right from their phones. With the push of a touch-screen button, users can read NRF executive messages, follow Twitter feeds that include retail industry news, even check on the weather. More targeted content can be developed with popular blogging tools and pushed out for delivery to specific users or workgroups, and push-to-dial phone numbers embedded into touch-screen text enable quick response when there is a call to action.

#### Adding Value

Using Mitel's powerful Live Desktop Portal app, the 5360 IP Phone integrates with desktops and laptops for flexible feature programming. A web-based interface lets users perform easy drag-and-drop phone customization, freeing IS staff for other tasks. The NRF also wanted to maintain internal management control of the new system – the MiVoice allows IS to make in-house moves and changes without relying on outside service techs. With its immediate requirements met, the NRF is now exploring Virtualized Voice as part of its continuity plans to add a duplicate Mitel MiVoice image for backup. When the NRF is ready, CTS will be there!

*"CTS came through with the best phones... Our executives were so impressed they wanted a touch-screen on every desk."*

Sandy Gozzi, Sr. Director of Administration

#### Customer Highlights

- ▶ Retail Trade Association
- ▶ 2,500 members worldwide
- ▶ Washington, DC Headquarters

#### Solution Overview

- ▶ Mitel MiVoice Business platform
- ▶ 150 IP color display phones
- ▶ Mitel Live Content Suite
- ▶ Mitel Live Desktop Portal
- ▶ Reuse of existing cabling

#### Key Advantages

- ▶ Live information feeds to phone displays
- ▶ Easier in-house management
- ▶ Internal control
- ▶ Advanced IP Voice feature access
- ▶ Positioned for Voice Virtualization

*"Now we have all the IP voice capabilities we wanted and the system is flexible enough to let us customize new apps as we need them."*

Iver Nielson, Sr. Director, IS

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