



CASE STUDY: LOCAL GROCERY RETAIL

THE BUSINESS CHALLENGE

One of the largest grocery retail chains in North America, our client is a premier shopping and food destination and a part of the local community. Providing outstanding service, quality products, superior facilities and exceptional value, they live and breathe integrity, respect, commitment, leadership, and community.

After outgrowing their telephone system, they sought a solution that fit their current needs but could scale for future growth. The client needed a centralized call location with the ability to reroute calls from various regions to the head office -- thereby enhancing customer and employee communications across their geographically dispersed sites. They also wanted to reduce accounting complexity with one bill for all services and locations. And finally, our client needed a reliable Business Continuity Plan for call redirects, in the event of PBX failure.

THE SOLUTION

- **Business Phone / IBL**
- **PRI**
- **Future SIP Trunk Installation**

Shaw Business deployed PRI and Business Phone Voice services -- bringing the strength of the Shaw Business network to the client's communication needs. Using Virtual Inbound Numbers, we provided our client with the ability to take calls from other regions at the head office location -- not only saving on long distance, but also improving overall customer experience. We also empowered their employees with quick Move, Add, and Change abilities, and account codes for controlling long distance costs.

For added convenience and ROI, we condensed all locations into one bill, which greatly reduced administrative requirements while allowing for outgoing long distance call tracking with billing at the DID level. Shaw Business also proactively monitors all of the client's PRIs and offers DID level automatic failover for redundancy. This ensures that even if the PBX fails, calls can be completed to the telephone number of the client's choice. With future growth in mind, a technical clause was added to the PRI contract in order to allow the business to move to SIP Trunking when they were IP ready.

THE RESULTS

With Shaw Business, our client found exactly what it needed -- competitive pricing and long distance savings with easy-to-understand bills, 24-hour support from the Shaw Business Network Operations Center, an effective emergency contingency plan, enhanced communication, and less strain on staff. And better yet, it's all backed by an industry-leading Service Level Agreement (SLA).

Shaw Business offered this company the infrastructure, support and experience to make a seamless and transparent transition to their new business phone system. They now benefit from an affordable, flexible service that will grow with their business.

Visit SHAW.CA/SBS or call 1.866.244.7474 to see how we can partner with your business.

Together is Amazing.

SHAW BUSINESS