

One Net Business Case Study

Metro Lifestyle – New DECT Mesh Solution

Metro Lifestyle Group specializes in the provision of Top Branded and latest trending Lifestyle Products including Homeware, Décor, Appliances, Fashion and even Cellular. Metro Lifestyle offers over 70000 products under one roof. Their Vision is to be the leading Lifestyle retail chain in Africa, and to offer a unique world class customer one stop shopping experience.

With over seven decades of experience and the recipient of many national retail awards, Metro Lifestyle has positioned itself as a global market leader in strategic procurement by offering the widest range of leading brand lifestyle products complemented by leading edge technology with high caliber specialized staff in a state of the art designed retail lifestyle store.

Metro Lifestyles management's key requirements were cost and communications efficiency; staff and management should be able to answer any call, at any time, within the vicinity of the store.

Metro Lifestyle used an old legacy physical PABX that they wanted to decommission; significant reduction in operational and maintenance costs was expected. Their telephony costs used to be high and communications ineffective.

One Net Business proposed a One Net Fixed telephony solution in conjunction with a wireless *Digitally Enhanced Cordless Telecommunications* (DECT) solution. SNOM wireless DECT Mesh desktop IP phones were provided with a voicemail function. For the two receptionists call management features were implemented to enable them to effectively monitor the 33 onsite staff member's calls.

The One Net Business solution is providing a more professional call flow to satisfy their business requirements. Some of the key solution benefits are the enablement of cost effective, no-charge calls between the customer's fixed numbers, and users have the flexibility to freely walk between different departments without dropping the call.

To further enhance the solution, *Virtual Receptionist Auto Attendants* were configured to reduce the call load on the receptionists, and Hunt Groups were configured to enable staff members to effectively answer incoming calls, even if some Hunt Group members are busy or not available, the call will hunt until answered.

The One Net Business installation faced several challenges as it was a newly developed DECT solution; the requirement to have the best quality voice coverage across the entire store was challenging. Enterprise Network Services (ENS) Unified Communications (UC) specialists and the One Net Business team invested intensive efforts to successfully resolve these challenges.

Success was established for Metro Lifestyle; the solution is providing agility and communication effectiveness, aiding staff productivity with improved call flow management. Staff members are more efficient in responding to incoming calls while they are roaming the shop floor and is able to deliver an improved customer experience. With ease Staff can telephonically communicate with customers and colleagues, and participate in meetings via conference calls.

The One Net Business solution significantly reduced telephony costs for Metro Lifestyle with the *no-charge on-net minutes* within the closed user group.