

BlazeCast[™] for Retail

Benbria's flagship solution, BlazeCast[®], is an award-winning incident management notification system that enables retail chains to improve customer satisfaction, reduce churn and increase brand loyalty by streamlining accountability, escalation and closure of critical tasks and customer impacting issues. The result -- respond faster to things that matter most to your customers.

APPLICATION NOTE



"Benbria Blazecast gives us the ability to quickly respond to things that matter to our customers – a timely response to customer satisfaction issues."

- Fortune 1000 customer

Benefits

Increase Customer Satisfaction

- » Promptly resolve customer impacting issues with intelligent communications that garner feedback, acknowledgement and closure.

Advanced In-Store Communications

- » Interact via IP paging and wireless handsets with granularity from a store and department to a group or person.

Optimize Operational Efficiencies

- » Notify key stakeholders across a variety of mediums and devices regarding recalls, product issues, policy change, security and updates.

Improve Revenue and Retention

- » Captivate customers with compelling promotions via mobile, IP phone, SMS, PCs, etc.

Enhance Emergency Response

- » Respond rapidly and accurately to emergencies; prevent communications errors and enable a quick return to normal business operations.

The retail market is an increasingly competitive industry that is in constant need to exceed customer expectations, build brand loyalty and reduce customer churn. Retention is important as the cost of acquiring new customers is much greater than the cost of maintaining existing customer relationships.

Leveraging VoIP, SMS, email, and best-of-breed web technologies, BlazeCast provides a single point of activation to delivering unified voice and text alerts to mobile, kiosks, IP phone, SMS, PCs, and more. With Benbria, retail chains lower response times to customer impacting issues and improve productivity via streamlined two-way, cross-media communication.

See the components that contribute to *measurable* improvements in customer satisfaction

on next page 





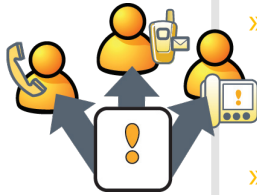
The key components that contribute to *measurable* improvements in customer satisfaction

1. Quick and easy way of reporting issues



- » Simple to use, web interface to raise tickets
- » Pre-saved scenarios to choose from, for known issues
- » Add additional notes to the ticket
- » Verify ticket is created

2. Raising immediate awareness and visibility of the issue to all relevant stakeholders



- » Instantly and automatically notify relevant people of new ticket
- » Relevant people are a predefined group selected based on the type of issue, the store where the issue was raised, or other criteria
- » Recipients are notified through immediate and preferred mediums, such as SMS message and/or a phone call

3. Providing clear call to action to resolve the issue



- » Relevant information is relayed through the notification (e.g. SMS message and/or phone voice message)
- » Additional notes about the issue may be converted to audio message using Benbria's text-to-speech feature

4. Ability to acknowledge ticket by the person responsible



- » Designated recipient(s) acknowledge the ticket instantly through the same medium, i.e. SMS reply or digit press on the phone call
- » All acknowledgements are recorded, tracked and time stamped in central system

5. Resolve the issue and provide immediate feedback that issue is resolved



- » Designated persons close tickets that have been resolved (e.g. store manager)

6. Ability to verify issue has been resolved

- » Authorized persons verify issues have been resolved
- » Area or district managers can see all stores under their jurisdiction, how many issues remain open, how many are closed, etc.

7. Reporting on all issues, time to acknowledge and time to resolve

- » Enable senior management to metric and report on trends, such as time to acknowledge, time to resolve, and number of open, acknowledged, and closed issues, and issues by store, region, or another criteria.



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Get Started

Have a question? Contact us, our team will be happy to show you how you can use BlazeCast to improve your revenue, customer satisfaction, brand loyalty, and operational efficiencies.