

Keeping track of calls to your stores shouldn't be an exercise in blind man's bluff.



## TAKE THE BLINDFOLD OFF

The world's largest home improvement retailer with more than 2,300 locations nationwide. A Florida-based "Top 100" U.S. furniture retailer. A 32-state, 142-store specialty flooring company. All ISI customers. All with the visibility they need to track inbound calls and significantly improve the shopping experiences of ready-to-buy consumers.

Retailers trust Cisco for reliable, secure, scalable, and manageable call control and session management. And understandably. This is where Cisco shines. Where its CallManager platform falls short, however, is in its native CDR Call Analysis & Reporting capabilities. CallManager is simply unable to give retailers the multi-location call visibility needed to track customer experiences once their inbound calls reach a store. Is the customer getting to the right department the first time? How long are they waiting on hold? At what point do they hang up (and possibly call a competitor to make a purchase)? Providing this level of visibility is where ISI comes in.



### Enhance the customer shopping experience

Reduce the number of department-to-department call transfers.



### Provide a higher level of engagement

To ready-to-buy consumers regardless of the store location they call.



### Increase sales opportunities

Complete customer follow-ups more efficiently than even some digital channels such as online form submissions.

**At ISI, we don't make the Cisco CallManager applications retailers use. We make them improve customer experiences.**



*Consumers who initiate inbound calls to retail locations convert faster, spend more, and have a higher retention rate.*

*Forrester Research, Inc.*



*ISI serves the world's largest home improvement retailer that has more than 2,300 locations nationwide.*

*Source: ScrapeHero*

## Improving customer experiences

ISI gives national home improvement retailer the critical inbound call visibility it needs to get customers to the right employee, in the right department, at the right time.

**At ISI, we don't make the Cisco CallManager applications retailers use.  
We make them improve customer experiences.**



*Email us at [coffee@isi-info.com](mailto:coffee@isi-info.com) to learn more about how ISI is helping home improvement retailers like you and we will send you a Starbucks® gift card.*