



How CallTower's Webex Offering Transforms Retail Communication

In today's fast-paced retail environment, seamless communication is vital for delivering exceptional customer service and improving operational efficiency. Yet, many retail companies face persistent challenges, such as fragmented systems, compliance risks, limited mobility, outages, lack of actionable insights, and device complications, that can hinder store operations and lead to frustration for employees and customers alike. Fortunately, **CallTower's Webex by Cisco offering is purpose-built to tackle these communication pain points, providing retail leaders and IT leaders with a robust, secure, and unified platform.** Here, we will explore these key communication obstacles in retail and demonstrate how CallTower's Webex suite delivers target solutions, driving better outcomes for customers and employees.

Fragmented/Disconnected Communication

Retail environments often rely on a patchwork of communication tools, from phone systems and pagers to emails and messaging apps, which operate in silos. This fragmentation leads to missed messages, delayed responses, and unnecessary errors, all of which can compromise customer service and employee coordination. The lack of a unified platform also burdens IT departments with managing multiple systems, increasing complexity and support costs.

Webex by Cisco solves this problem by unifying calling, messaging, meetings, and collaboration into a single cloud-based platform. With Webex Calling, retail teams can communicate seamlessly across devices and locations, ensuring everyone has access to the same information in real time. This streamlined approach reduces miscommunication and information silos, accelerates decision-making, and supports coordinated customer service, all while simplifying administration for IT teams.

Mobility Limitations

Retail employees are constantly on the move, from assisting customers, managing inventory, handling checkout, and floor operations. Rigid communication systems tied to physical workstations or desk phones hinder responsiveness and reduce productivity, forcing employees to juggle multiple devices or use unreliable mobile applications. Effective customer service demands flexible and reliable tools that support mobility without sacrificing security or accessibility.

CallTower enhances Webex mobility with solutions like CT Text and Webex Go, enabling retail workers to stay connected wherever they are. CT Text allows users to send SMS and MMS messages directly within the Webex platform, allowing employees to communicate on the go while streamlining collaboration. Meanwhile, Webex Go extends enterprise calling capabilities to personal mobile devices, ensuring secure, compliant, and high-quality communication without requiring additional apps. These mobility options empower retail teams with true mobile flexibility, improving responsiveness and customer service.



Interrupted/Downed Communication

Communication outages, whether due to network failures, technical issues, or natural disasters, can have serious consequences in retail. Delays or interruptions can result in lost sales, unhappy customers, and breakdowns in store operations. Legacy communication systems often lack the resilience required to maintain operations during unexpected failures, leaving retail workers vulnerable to operational disruptions and costly downtime.

CallTower's One-Click Failover for Webex ensures business continuity by providing rapid failover capabilities in the event of service interruptions. With a single click, communications that are interrupted by outages or natural disasters are rerouted to backup systems, minimizing downtime and maintaining connectivity for essential teams. Combined with CallTower's redundant infrastructure, this approach ensures that retail employees can continue serving customers during emergencies, safeguarding organizational continuity.

Uninformed Decisions

Retail companies generate vast amounts of communication data, yet many struggle to transform this data into actionable insights. Without visibility into communication patterns, performance metrics, and operational trends, decision-makers are left relying on incomplete information. This lack of insight can lead to inefficiencies, poor resource allocation, and missed opportunities to improve customer service and employee productivity.

CallTower's CT Analytics for Webex addresses this issue by empowering leaders with real-time, data-driven insights into communication usage, performance, and trends. With intuitive dashboards and customizable reports, retail companies and IT teams can identify bottlenecks, measure adoption, and make informed decisions that drive efficiency and enhance customer service. This visibility transforms communication from a cost center into a strategic asset and ensures communication strategies align with organizational goals.

> Device Migration Issues

Upgrading or migrating communication systems can disrupt workflows, create compatibility issues, and demand significant IT resources. In retail, these disruptions can delay store operations and frustrate users who depend on reliable tools for their daily tasks. For IT teams already stretched thin, managing device transitions can become a significant burden, delaying the adoption of more advanced communication solutions.

CallTower simplifies device migration and management through Phonism, a multi-vendor device management solution. Phonism enables centralized configuration, provisioning, and management of devices across environments, reducing time and effort required to deploy and maintain communication systems. This efficiency ensures that retail companies can transition to Webex more efficiently, minimize disruptions, and ensure a smoother path to modern, cloud-based communications.

Transform Retail Communication Today

Retail companies must overcome complex communication challenges to deliver exceptional customer service. CallTower's Webex by Cisco offering provides a comprehensive solution that addresses these challenges by unifying fragmented systems, ensuring compliance, and enabling mobility. CallTower's expertise and key integrations further extend Webex's capabilities by safeguarding continuity, delivering actionable insights, and simplifying device management. All together, these powerful features empower retail teams to streamline operations and make smarter decisions, resulting in a connected, agile, and future-ready communication environment. For retail and IT leaders, CallTower's Webex offering is more than just a communication tool; it's a catalyst for better retail outcomes.