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Improve productivity and reduce costs with **people telecom**.

Case Study

People Telecom helps national retail chain improve customer experience, productivity and profitability.

Committed to the pursuit of male style with personality, DÉCLIC leads the way in men's shirting and accessories with a new take on the classics. DÉCLIC has established a name for itself with Australian and International men who like to stand out from the crowd.

DÉCLIC currently boasts multiple stores throughout Australia and is continuing to expand their horizons to cater for the International market. With "quality customer service" at the top of their list of priorities, DÉCLIC needed a telecommunications solution to complement their new POS (point of sale) system which was being implemented nationally to improve their operations.

The Challenge

Implement a fast, reliable Internet connection to complement DÉCLIC's new POS system in order to perform "live" reporting back to head office as well as stock control including stocktaking, stock availability and customer orders. To ensure the quality of service, it was imperative that the connection was reliable and fast, thus enabling their store sales staff to perform "live" transactions within seconds.

The Telecommunications Solution

In order to achieve their desired quality of customer service, DÉCLIC decided to explore their telecommunications options and found that People Telecom offered not only a simplified

solution to suit their requirements but had the customer service, knowledge and experience within the retail industry to back up their solutions. "People Telecom had the best fit communications solution for our company as well as competitive pricing. In addition, calls to customer service are answered in record time" said DÉCLIC Operations Manager, Alain Heraudeau. The solution, designed to compliment the new POS system will add greater productivity to the national DÉCLIC business on a daily basis.

Moving Forward

With People Telecom now providing data (Internet) services in order to meet DÉCLIC's telecommunications needs, the company (DÉCLIC) is now looking at People Telecom's new mobile solutions for businesses with multiple mobile users. The new plans offer a number of benefits suited to retailers such as free calls, SMS and MMS between company mobiles so you can stay in touch with staff, suppliers and customers anytime, anywhere.

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DÉCLIC has recently been approached by a People Telecom competitor to win their business but to no avail. "The enthusiasm and professional approach demonstrated by the company has ensured a continuing relationship between the two parties. People Telecom really understands retail" Mr. Heraudeau said.

People Telecom is a proud supporter of Australian Retail and is now the preferred telecommunications provider to members of the Australian Retailers Association (ARA). Mention your ARA membership to have one of our experienced business consultants provide a free assessment of your telecommunications needs today.

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