

Luna Calzados adopts a digital workplace transformation, enabling new capabilities for more agile, efficient and collaborative work



Atos



Atos Unify and TELEFON RAD consolidate and streamline Luna Calzados' communications infrastructure - reducing cost and complexity, while improving customer service and staff collaboration.

The challenge

- Improve customer communications and responsiveness.
- Reduce costs and simplify the communications infrastructure.
- Streamline communication channels, overcoming the barriers imposed by legacy systems.
- Adopt a digital workplace transformation, enabling new capabilities for more agile, efficient and collaborative work

The solution

- Telefon Rad, official partner of Atos Unify, following their analysis of needs and user profiles, proposed a model of deployment based on a consolidated platform at headquarters delivering voice services across their network of stores.
- The Atos Unify OpenScape Business platform was deployed, giving the user an advanced communication solution:
 - One-click audio conferencing
 - Web collaboration with document sharing and digital white board
 - High-definition video conferencing
 - User Presence tells who is available and how to contact them.

The benefits

- Marked improvement in customer service, with One Number Service allowing easy access to our receptionist.
- Team collaboration between employees, anywhere, on any device, staying always connected.
 - Streamlined need for multiple devices, whether working at the office or on the go.
 - Reduced cost with the ITSP, while the addition of links has allowed a reduction in the total number of communication channels.
 - Reduction of TCO, with 60% savings on the cost of telephone and internet providers, amortizing the investment in less than a year.

Luna Calzados is a family business established in 1990 in the municipality of Mazarrón, Murcia, dedicated to the sale of footwear and accessories. What began as a small shop has transformed into a group of 14 establishments spread throughout different parts of their region. Luna Calzados is constantly developing and innovating, and has an online sales platform. Two of the greatest assets of the company are its fantastic team of employees and the loyalty of their customers.

A closer look

The Official Partner of Atos Unify TELEFON RAD, began working with Luna Calzados in 2016 through a consulting firm specializing in telecommunications, where some deficiencies were identified in their communications system causing lost time, money and effectiveness:

- Only one virtual switchboard with a single desktop phone for six workers.
- Communication and connectivity was lacking between retail shops and in the headquarter itself, which caused low productivity.
- Single line per site caused delays in response times between the Luna Calzados teams and in customer service.
- Unnecessarily large number of fragmented fixed and mobile lines and devices posed excessive expense and complexity.

Digital journey

Deployment of a consolidated communications platform for both the headquarters and retail shops, achieved with a single intelligent communication solution:

- OpenScape Business, including MyPortal, Mobility and Circuit.
- Improved customer care by providing a single phone number for all Services.
- Reduced the need for multiple devices and lines by introducing Circuit, a team collaboration application that complies with the GDPR regulations, and allows to make voice calls, video-conferencing, share screens, etc.
- The result was less saturated lines by having better channels of communication, quicker customer service and ultimately, higher customer satisfaction.
- Smarter team collaboration with Circuit which enables teamwork by providing video, voice, group messaging, screen and file sharing in a single view - all on virtually any device, with a very intuitive and easy interface.
- Lowered operation and maintenance costs because of simplified architecture, reduction of hardware, flexibility of the deployment, and a single voice service provider.
- More secure communications against cyberattacks - lowering risks and reducing vulnerabilities through proactive software updates.

Provided by your
Atos Unify Partner



Professional
Atos Unify OpenScape Business
Authorized
Atos Unify OpenScape Cloud

C/Catedratico Fernando Pinuela, 10
30009 MURCIA
Spain
968 28 32 42
telefonrad@telefonrad.com



For more information: unify.com

Atos, the Atos logo, Atos|Syntel, and Unify are registered trademarks of the Atos group. June 2020. © 2020 Atos. Confidential information owned by Atos, to be used by the recipient only. This document, or any part of it, may not be reproduced, copied, circulated and/or distributed nor quoted without prior written approval from Atos.

CT:200805-JS-Unify-SS-Luna Calzados-en