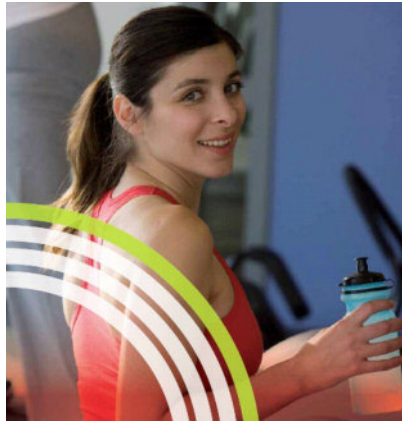CLARITY – CREATING STRONGER CUSTOMER CONNECTIONS

Enabling business systems to deliver business opportunities

CLARITY

Clarity Software Systems are used by leading businesses in the retail, entertainment, hospitality and leisure sectors to enhance their customers' experiences.

Consumer businesses all over the world rely on sophisticated technology to drive new and innovative ways of improving their customer interface – at every stage of engagement, across every sales channel. At the same time, in the back-office, streamlined business processes and improved operational efficiency are a priority. With a bewildering choice of consumer connectivity options, the business issues and technology challenges are demanding.

Smart solutions from companies like Clarity help consumer businesses optimise resources and enhance the customer experience to deliver increased sales, improved customer loyalty, lower costs and competitive advantage. Clarity works with some of the most successful names in retail, hospitality, leisure and entertainment, creating software, transaction systems, loyalty schemes and enterprise solutions that build stronger customer relationships through all on and offline channels.

One of the most important factors behind Clarity's market-leading position is the experience, skills and knowledge they've built up over the last 10 years. It's these intangible assets that add real business value and help maximise return on investment. Clients like Debenhams, Pret, Six Flags and John Lewis all benefit from Clarity's cross-sector insights, together with an intelligent approach to business that enables industry changes and technology developments to be anticipated and incorporated into solution development.

In a different kind of communications sector, similar attributes help differentiate G3 from others in the telecoms business. The unique combination of G3's specialist knowledge and technology expertise brings a fresh perspective to projects and is one of the reasons Clarity chose G3 to plan and implement their new telecommunications solution.

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G3 comms *Always in Front*

Equipped for better business

With ageing, legacy phone systems in place across sites in Basingstoke, Eastleigh, Market Harborough and Gravesend, an impending office relocation to West Malling in Kent and the need to integrate their Dutch office systems with their UK network, Clarity went to tender for a new unified IP communication solution that could also accommodate IT and support staff working remotely or at home.

Proposals were assessed on criteria that included the provider's overall understanding of the brief, their ability to address the key issues, quality of the recommended solution, and overall value for money. G3 scored well in all areas, and having previously worked with some of the Clarity team on other projects, had also already demonstrated high standards of customer service. For Clarity, a combination of G3's intelligent approach to business, their realistic pricing and a proven ability to deliver made them provider of choice.

"I'd worked with G3 before and it was a very positive experience," says Sean Boswell, Director of IT at Clarity.

"On this occasion their proposal offered us significantly better value than other providers who tendered – it was a great deal and came with the added benefit of working with people I knew and trusted to do a good job."

Avaya 1608
Handset

Enhancing communications

As a fast growing multi-site business supporting UK and international locations as well as remote workers, Clarity's main requirements were to reduce the complexity of their communications, provide increased flexibility for all users and cut the costs associated with the legacy systems in operation. G3's solution involved migrating all users to a single, centralised VoIP platform to deliver unified communications accommodating around 70 UK office-based staff in varying locations, along with mobile workers and personnel in the Dutch office.

By removing the need for multiple line rentals and incorporating all users on the same platform, G3's unified communication solution offered a versatile, scalable system that cut out line costs as well as reducing domestic call charges and the cost of calls between sites in the UK and the Netherlands. At the same time, it provided staff with a single phone number for sending and receiving calls in the office and on the move, one voicemail box, and the same feature-rich desktop phone applications, whatever their location.

"It was one of the smoothest installations we've experienced," says Boswell. *"Even the office relocation was straightforward – we simply plugged in the router at the new site and were up and running. If you think about that in the context of business continuity or disaster recovery, the robustness and portability of the solution is very reassuring."*

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Avaya One-X Soft Phone Screen

CLARITY – CREATING STRONGER CUSTOMER CONNECTIONS continued

- Design and implementation of unified communication solution including:

  - Installation of Avaya Aura Communication Manager R5 with 100 user bundle

  - Deployment of Avaya one-X Communicator for feature-rich connectivity

  - Installation of Avaya EC500 application for single number access

  - Deployment of Avaya G430 Media Gateway and Avaya S8300D server

  - Installation of Avaya Audix Voicemail solution for unified communications

  - Provision of 40+ Avaya 1608 handsets

  - Provision of onsite engineer for 'golive' support

Clear benefits

For Clarity, the new system brings both immediate and longer-term benefits, as Sean Boswell explains:

"We're at the leading edge of a fast-moving business and with G3's help our teams are now able to work in the way they choose, use their time more productively and ultimately be more effective."

"By switching to unified communications we've simplified processes and made it easier to connect with each other and our customers. At the moment it gives us all we need but it's a system that can grow and adapt as our business develops and changes."

"G3 worked hard to keep capital costs as low as possible and the solution started to deliver substantial ongoing financial benefits from day one. With no requirement for multiple line rental and lower call charges, year-on-year cost savings are in the region of £10,000."

About Clarity Commerce

CLARITY Since 1993 Clarity has delivered leading edge, well-supported consumer transaction software for the retail, hospitality, leisure and entertainment sectors. Their solutions help improve customer interaction, increase sales and build loyalty. Clarity has implemented an impressive list of projects for international cinema operators, hotel and restaurant networks, pub and bar operators, sports and leisure facilities and some of the biggest names in high street retailing.

For more information, please visit www.claritycommerce.com

G3 Comms - *Always in front*

Market-leading enterprises around the world depend on G3's specialist skills and expertise to deliver seamless, end-to-end converged communication solutions that extract maximum value from technology investment. With advanced network engineering capabilities, outstanding technical support and accredited partnerships with the world's most innovative technology vendors and network service providers, clients trust G3's expertise on both sides of the firewall and rely on their ability to plan, implement and maintain the most sophisticated mission-critical technology.

For more detailed information about G3's services, please call: **+44 207 075 1400**

www.g3comms.com

G3 comms
Always in Front