DIGITAL WORKSPACE SOLUTIONS

UCaaS in Retail at a Glance

Driving Customer Engagement and Store Productivity

Unified Communications as a Service (UCaaS) brings together voice, video, messaging, and collaboration tools in one cloud platform. For retailers, UCaaS enables better customer experiences, boosts employee efficiency, streamlines operations, and supports omnichannel engagement from store to supply chain.

Why UCaaS Matters in Retail

- ✓ Customers expect seamless, omnichannel communication.
- ✓ Retail associates need fast access to product, inventory, and support.
- ✓ Legacy phone systems and siloed communication tools slow down responsiveness.
- ✓ Supply chain disruptions demand flexible, reliable collaboration across partners.

DID YOU KNOW?

UCaaS can reduce communications costs by 50–60%.[1]

Cloud platforms enable 2.6x faster decision-making.[2]

By 2027, **80% of organizations** will host telephony in the cloud.[3]

How UCaaS Supports Retail Communication

For Customers
- Omnichannel engagement: voice, chat, SMS, video integrated into one experience.
- Personalized support powered by AI, chatbots, and analytics.
- Faster issue resolution improves loyalty and satisfaction.

For Associates
- Omnichannel engagement: voice, chat, SMS, video integrated into one experience.
- Personalized support powered by AI, chatbots, and analytics.
- Faster issue resolution improves loyalty and satisfaction.

For Operations
- Enhanced supply chain coordination across vendors and partners.
- Cloud scalability during seasonal demand spikes (holidays, sales events).
- Secure communication for transactions and customer data.

Challenges Facing Retailers	UCaaS Solutions for Retail
Siloed Systems: Separate tools for customer service, POS, and supply chain	**Unified Customer Engagement:** Voice, chat, messaging, and video in one platform.
Customer Expectations: Always-on, fast response across channels.	**AI-enhanced Service:** Virtual assistants, smart routing, and sentiment
Workforce Productivity: Disconnected frontline associates.	**Mobile Workforce Support:** Empower associates with devices that connect instantly to experts.
Seasonal Demand: Scaling communication during peak shopping periods.	**Operational Agility:** Scale up or down for seasonal peaks with cloud-based tools.
Security and Compliance: Protecting sensitive customer information.	**Analytics and Insights:** Track customer interactions to optimize service.
Cost Pressures: Legacy PBX and on-premises solutions increase overhead.	**Secure Architecture:** Encrypted communications and compliance protections.

Retail Use Cases

National Retailer
Implements UCaaS to unify customer service channels, reducing call wait times and improving satisfaction scores.

Grocery Chain
Equips store associates with mobile UCaaS tools to check inventory and answer customer questions in real time.

E-Commerce + Brick and Mortar Brand
Uses UCaaS to connect call centers, online chat, and in-store associates into one seamless omnichannel experience.

Best Practices for UCaaS in Retail

1. Audit current customer engagement tools and identify overlaps.
2. Define top priorities: omnichannel, workforce productivity, or supply chain.
3. Pilot UCaaS in a set of stores before scaling chain-wide.
4. Train associates to use mobile and collaboration features.
5. Ensure network readiness for voice, video, and chat.
6. Monitor customer satisfaction and employee productivity metrics.
7. Scale across stores and integrate with CRM, POS, and supply chain systems.

Key Takeaway: UCaaS in retail goes beyond communication—it delivers faster customer service, empowers associates, and strengthens supply chain coordination, all while lowering costs and driving loyalty.

Why Connection?

- 30+ years of retail IT expertise
- Trusted partner to national retailers and store brands
- Proven success in deploying UCaaS across industries
- Partnerships with leading technology providers, including Microsoft and Fusion Connect to enable modern retail environments

Learn More
Unified Communications as a Service (UCaaS): Transforming Business Communications

Explore our Solutions and Services
Retail
Digital Workspace

Contact an Expert
1.800.998.0067

Connection
we solve IT®