



## EXECUTIVE SUMMARY

### Partner Affiliation

- Cisco Technology Developer Partner
- Cisco Industry Solutions Developer Program

### Associated Cisco Solution

Cisco Unified Communications for Retail voice and IP communications products, including:

- Cisco Unified Communications Manager
- Cisco Unified IP phones
- Cisco routers and switches

### Customer Benefits

- Delivers instant access to product information
- Saves time, builds loyalty, and improves sales
- Automates manual processes to enhance efficiency
- Provides retailers with customer service data
- Offers a unique fitting room experience

### Targeted Industries

- Retail

### Geographical Regions Served

- North America
- United Kingdom
- Japan

## LiteScape Store Customer Assistance

### Partner Overview

**LiteScape Technologies, Inc. is a Redwood Shores, California-based company that develops enterprise software to enable organizations to get more value from IP networks. These solutions turn IP phones into real-time information terminals that help improve communications, boost employee productivity, and ensure greater customer satisfaction. Using LiteScape products, companies can take advantage of converged data and voice technologies to improve their business processes and compete more effectively. For more information, visit [www.litescape.com](http://www.litescape.com)**

### Partner Solution Description

Based on Cisco® Unified Communications for Retail solutions, the LiteScape Store Customer Assistance Solution allows retail customers to quickly obtain information on in-store items. Each customer simply scans a desired item with a handheld reader. Instantly, information on availability, sizes, and more is displayed on a terminal screen. A customer can use the solution to locate different sizes of clothing and check available product inventory. Each request is transmitted to a Cisco Unified IP phone, which connects to the appropriate information over an IP network. This frees employees from having to look up inventory information themselves, so they can focus on serving customers even better.

For example: A customer picks up a pair of pants, then uses a handheld reader to scan a tag attached to the item. Instantly, information pops up on a screen of a touchscreen terminal, showing the customer available sizes and quantities for the pants. The customer presses one of the sizes on the touchscreen, which alerts employees to bring the desired pair of pants to the customer. In moments, an employee hands the customer the requested pants to try on in the dressing room.

The LiteScape Store Customer Assistance solution greatly improves customer convenience and reduces wait time. It helps customers feel better about the shopping experience, since obtaining product information and customer assistance is simple and easy. It enables staff to spend less time checking store inventories, so they can focus more on customers, and provide better service. And it gives customers an additional reason to visit a store, which increases loyalty—and profitability. In fact, in stores where the solution has been deployed, sales have improved significantly.

With Cisco Unified Communications behind the solution, retail stores can:

- Improve customer service by decreasing wait time and enabling staff to spend more time with customers
- Retrieve more product information in less time
- Acquire and mine valuable data on customer purchasing trends and store inventory

#### Core Components of the Partner Solution

The solution is powered Litescape ServicePoint™ for Retail. Other applications offered include:

- Employee Self-Service
- Corporate Services
- Customer Services
- Broadcast and Collaboration
- Telephony Administration

Litescape develops a platform and software applications that integrate with an enterprise IP telephony system and deliver multimodal communications (data, voice, and video) to any connected or wireless device.

#### Related Cisco Products

Cisco Unified Communications for Retail voice and IP communications products, including:

- Cisco Unified Communications Manager
- Cisco Unified Communications Manager Express
- Cisco Unity®
- Cisco Unified IP Phone 7940G, 7960G, 7970G, and 7985G devices
- Cisco routers and switches

#### Related Partner Information

- LiteScape Solutions for Retail  
<http://www.litescape.com/retail.html>
- Unified Communications for Retail  
[http://www.cisco.com/web/strategy/retail/unified\\_cmns.html](http://www.cisco.com/web/strategy/retail/unified_cmns.html)
- UC for Retail Brochure  
[http://www.cisco.com/web/strategy/docs/UnifiedComm\\_RetailSolutions\\_Brochure.pdf](http://www.cisco.com/web/strategy/docs/UnifiedComm_RetailSolutions_Brochure.pdf)

#### For More Information

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