VOICE SERVICES

FLIP CONNECT™
Better . Connected

The Retailers

Guide to

Communications

Creating the right communications network has never been more critical

Retailers are at the forefront of customer innovation. However, they are operating with a competing agenda to maintain dynamic, resilient and cost effective networks, whilst at the same time driving any channel, unified customer experiences. Being able to rapidly adapt and reinvent can be critical to survival.

POTS &CO

Jack Wolfskin

Lintbells®

Natural pet health, made simple.

TIGNES SPIRIT RENTALS

Flip is pioneering a new concept in communications, and a growing band of retailers is leveraging it to be more agile, more profitable, and better able to withstand the cyclical lows that affedt the sector prehaps more than any other field of commerce.

Flip has taken its established data and voice services as the foundation, and created a platform for retail customers that enables them to share resources to the benefit of all.

With a disruptive evolution of customer behaviour, billowing availability of big data analytics, an increase of sophisticated technologies and the upgrade requirements of critical business systems urgently needing to scale, creating the right communications network has never been more critical. This is the value that Flip provides to its retail customers.

This brochure introduces you to some of the products and services that we deliver to our retail customers and how they are using these to render their modern retail businesses. Common across all these was a detailed and lengthy engagement with Flip that we would urge any prospective
customer to follow.

Unified retailing

You're never very far away from a retailer that relies on Flip

"The move to Flip for voice and data has resulted in savings of around 30%"

Jack Wolfskin Gives it's customers a warm cosy feeling on customer experience*!*

Jack Wolfskin is one of the leading providers of functional outdoor apparel, footwear and equipment in Europe, straddling the divide between high-performance outerwear and modern everyday, functional garments at home in the streets. Founded in 1981 they have maintained a close focus on functionality and reliability: the things that really matter in the outdoors.

Trust, transparency, and tomorrow

When it comes to selecting a providerof voice and data connectivity, mostcorporate buyers base their evaluation on the technical competence and networkquality of the contenders. Then they make a final choice based on price.

Peter Rios, Jack Wolfskin's Technical Services Manager for the UK and Ireland, is something of a veteran of such situations, and he says that there is a third, perhaps still more critical criteria to be considered that is overlooked by many buyers – that of honesty; openness; transparency, call it what you will.

His analysis is that in the heat of a bidding contest, contending suppliers can find it very tempting to make promises that they cannot possibly keep. Their logic is: first win the business, then brush off the crying over the phone when the customer realises that delivery dates are slipping. By then they will be far too committed to reverse their decision.

Rios observes: "That's classic shorttermism. It undermines trust between the two parties and in the longer run serves neither of them well. It is not the basis for a long-term relationship." Having developed his theory in previous roles at other companies , Rios has recently put it into practice once more, this time in support of Jack Wolfskin's goal of achieving a closer and mutually more satisfying relationship with its own customers – and there are a lot of them. again come into play.

He and his team invited tenders for a wholesale re-build of the network, from a mixture of Ethernet with DSL backup, dual-EFM, dual FTTC, plus a backup 4G mobile connection, into each branch. It was to be a profound upgrade in connectivity, to better support existing management applications while proving plenty of spare bandwidth for future expansion, and to enhance the ability of the network to continue to operate even in the event of multiple failures. Nine suppliers submitted tenders, but it was Flip that was awarded the contract.

Flip Voice Services
Cloud-based telephony with easy control and reporting

Hosted Telephony

Flip's complete business communications service that provides an extensive range of fixed and mobile telephony capabilities via an easyto-use web portal.

It's suitable for any sized business and is particularly effective if you have multiple sites working together. It's also capable of serving hundreds of employees.

With only a minimal capital outlay it's a reliable and proven service and a jargon-free approach to telephony and communications. By switching to Horizon you can immediately benefit from a cheaper and more flexible phone service, and Horizon can also help you improve your organisation's productivity and image.

Horizon is cloud based and accessed via a webbased portal and there are no PBX maintenance costs to worry about.

Horizon takes the burden away from your IT team. Local administrators manage and configure the system according to your organisation's needs. Employees can then manage their calls easily and effectively, so maximising individual productivity.

Horizon combines handsets from several manufacturers, an easy-to-use web interface, Flip's trademark network resilience and services, and the power of the world's leading communications platform. It is available as a fully managed service.

• Multi-site deployment
• Save money and work smarter with fixed and mobile integration
• Get new features immediately
• One supplier, end-to-end, makes life easier
• Only one system to buy
• Ideal for home and flexible working
• Highly reliable and scalable
• Full support wrap

Management Reporting

Do you know how many calls you are getting? Do you know how they are being handled or who is handling them?

• Wall-board integration to display callstatistics in real time

• Instantly see what needs to be changedto improve customer service

• Monitor time to answer and managecalls more efficiently

• See how many calls are being abandoned

Flip Data Services
Fast, secure access to underpin your business communications

As more services move into the cloud, so the need for fast, secure and reliable internet connectivity has become essential. Flip's Ethernet products provide highly reliable, secure and fast data connectivity.

Ethernet services can help reduce the cost of private networking while improving the quality of service and support. We offer scalability and flexibility unavailable from legacy services. We also deliver dedicated, secure, uncontended business-class connections for all your voice and data traffic.

Flip Fibre Ethernet is ideal for organisations that wish to converge voice and data onto a single connection.

Using Flip you'll benefit from significant cost savings while enjoying the ease of dealing with a single, accountable supplier.

Connect to our extensive next generation network and receive dedicated, low latency and high availability services, with full resilience, supported by robust, end-to-end SLAs that include 24/7 UK-based support.

- High capacity and flexible connectivity
- Dedicated, uncontended bandwith
- Voice and data convergence
- 24x7 monitoring and helpdesk
- Managed Cisco router
- Service Level Agreement
- Resilient failover
- Maximise productivity
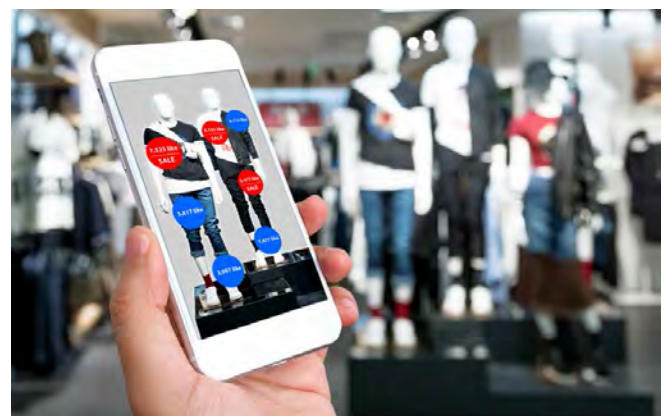
Pots & Co saves over 30% annually on line rental and call costs with Flip's Leased Lines, and total control over inbound call routing has improved customer service.

Customer centricity in the digital age

Flip is already working with many large retailers on their digital transformation strategies, supporting their virtualisation, cloud computing and telephony initiatives and giving them a communications infrastructure on which to explore and develop further innovation and even greater levels of flexibility.

Flip's recent, independently commissioned research points to increased efficiency of business processes, improved customer satisfaction, better revenue growth and significantly lower IT costs. But increasingly it is customer expectation that is leading companies into digital transformation.

The Flip study reveals that the changing demands of customers has led 60% of organisations to up their digital game.

SIP Trunks

Gamma SIP Trunking is our standards-based replacement for traditional ISDN. It connects your PBX via broadband, Ethernet or private circuit into our national network.

Compared to ISDN our SIP trunking service is less costly per channel and more flexible in how and where geographic telephone numbers can be used. It's also quicker to install and provision and, as standard, it delivers extremely robust business continuity.

Our SIP Trunks work seamlessly with each of the leading IP PBX brands in the UK market. The service can support connections ranging from two channels for small PBX-equipped businesses to an unlimited number of channels for large enterprises and contact centres.

Any business with a PBX can switch to our SIP trunking service and immediately benefit from a more flexible, less expensive and more resilient phone service.

In addition, SIP Trunk Call Manager service encompasses all of the benefits of Gamma SIP Trunks combined with a unique web-based portal and App service that enables you to take full control of all your inbound numbers, wherever you are, whenever you want.

• Save money on call costs and line rental
• Free internal calls and great features
• Scale up and down when you need it
• Built-in business continuity
• Compatible with Skype® for Business

Framework Suppliers

We are proud to offer our services to the public sector though a number of procurement frame works: Network Services - RM1045, G-Cloud, Crown Commercial Service Telephony Services, Procurement for Housing and JANET Purchasing service. It means there is a framework you can use to make buying from us that much easier.

Download our eGuide to make sure you
choose the best UC system for your business:
with our free eGuide:

Choose the right unified communications system for you

Download your free eGuide now

CERTIFIED
CARBON
NEUTRAL®
Global Standard
CarbonNeutral.com

become greener and conform to new Government environmental policies. We're a certified Carbon Neutral* Company. This means you can demonstrate green credentials yourself. By working with us you have a solution that not only helps the environment but also enables you to