

AT A GLANCE:

Customer:
Hamrick's, Inc.
Gaffney, SC

Business:
Clothing & Home
Goods Retailer, 20+
locations in 4 states

Objective:
Improve customer
service & add
additional services
without additional
monthly expenditure

Solution:
TELECO's
Perfect Communicator

Case Study



Hamrick's improves customer service and overall customer experience with TELECO

Hamrick's, Inc. has been a regional clothing and home goods retailer for over 60 years, in four states. So providing a comfortable and efficient retail atmosphere for their customers is very important. As they continued to expand into the southeast, consistency and cost control, while providing customer convenience, was imperative.

Hamrick's was offering background music in their stores for their customers' enjoyment, as well as playing announcements, recorded on tape by store personnel. These announcements, explaining specials for that week, played over the paging system daily at regular intervals. Their existing music source provided only the music. Each store was responsible for recording their announcements. As a result, voice quality was inconsistent and incorrect announcements were common.

Mark Evans, Director of Information Services for Hamrick's, decided there needed to be a better way to get the information to the customers without having to rely on store staff. Mark contacted TELECO, who has been Hamrick's telephone vendor for over 25 years, to discuss this application and determine the best way to handle their music and paging announcements. A representative from TELECO met with Mark and recommended TELECO's Perfect Communicator. After a live demo of the system, Mark realized that Perfect Communicator could offer more than just background music and paging announcements. By adding wireless help buttons in each department, Hamrick's could enhance the overall customer service experience.

TELECO's technicians installed the Perfect Communicator system in twenty+ locations with automated overhead paging announcements, background music, music on hold, and wireless help buttons. The arrival of the Perfect Communicator system had several immediate positive effects on Hamrick's operations:

- Weekly in-store announcements that were previously sent to the store and recorded at each store are now recorded one time and distributed directly from the Corporate office to each store's Perfect Communicator using TELECO's MCS Client and Server, so all systems receive the same recordings, in the same voice, at the same time.
- Background music and music on hold is now being played by the Perfect Communicator. The same song will never play twice in the same day and songs are automatically updated daily and played randomly. And, since the music resides on the Perfect Communicator, previous issues with satellite communication are removed.
- Customers now have wireless help buttons in high-traffic departments that they can press for assistance. When a button is pressed, Perfect Communicator receives the signal and plays an overhead-paging announcement that a customer needs assistance in a specific department or area. A sales associate can now respond and provide a higher level of service to every customer.



Mark is very pleased with the Perfect Communicator systems, commenting, "Perfect Communicator has allowed us to be more responsive to our customers. Without any additional costs, we have improved the overall customer experience and have made our employees more efficient."

For more information about Perfect Communicator, contact:

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