

# Retailer case study

## Lower your costs, exploit seasonal demand and delight your customers...

As a retail or wholesale trader, in clarity understands that the tough economy is putting pressure on you to reduce overheads and exploit seasonal demand to the full. Our Simply Better Business Telephony service makes it easy for you to access all of these benefits and more. Call today and one of our experts will work with you to choose the best service plan for your business.

Simply Better Business Telephony... better for your budget.

- Reduce your telephone bill with free internal calls and lower prices to call mobiles.
- Remove PBX maintenance and upgrade costs with in clarity's fully managed service.
- Swap burdensome capital expenditure for a simply monthly fee.
- Make your telephony budget predictable.
- Better for your business.

Respond to seasonal changes in demand with a telephony service that readily scales up and down.

Become more competitive by exploiting powerful new ways of communicating with your customers to drive sales.

Strengthen revenue efficiencies and profit margins by making sure you don't miss calls.



## Key Benefits

- Better for your customers
- Deliver a more personalised service to your customers.
- Deliver a more responsive service to your customers.
- Better for you.

Gain peace of mind from the assured business continuity we provide with our telephony services.

Give yourself more time to focus on growing your business. in clarity's telephony is simple to implement and our experts manage the service for you, giving you more time to shape your company's future.