

CONNECTING YOU TO THE POWER OF INFORMATION IMMEDIACY™

DELIVER AN OPTIMAL SHOPPING EXPERIENCE CANADIAN TIRE

ABOUT CANADIAN TIRE

With a top-60 listing on the Toronto Stock Exchange, Canadian Tire has a market capitalization of over \$3.6 billion, near universal brand awareness, and is one of Canada's most respected companies. Canadian Tire retail stores offer customers a large selection of popular brands through three specialty categories in which the organization is the market leader – automotive parts and service; sports and leisure products; and home products.

THE CONNEXALL SOLUTION

Studies show that over 60% of customers have abandoned purchases because they could not find someone to help them. When you want to deliver the best customer service, time is everything.

At the Canadian Tire location in Bolton, Ontario, manager Mike Mizzen faced the challenge of increasing sales in a very competitive market and tough economic times. His solution was to improve customer service, which he did by installing eight Connexall® Retail buttons throughout the store.

Customers can now press any of the buttons and be immediately connected to an associate, through their wireless phones, that works in that department.

Not only does this replace the disruptive overhead paging system for the most part, it also ensures that customers have near-instant service, from mobile, and sometimes difficult-to-find staff. And when an associate is unable to assist the customer, they can escalate the call to a colleague at the touch of a button on their phone.

With the comprehensive reporting capability built in to Connexall Retail, management can now see exactly how many times each button is activated, which associate received the call, whether or not it was escalated, and how quickly it was answered. With these reports, each staff member is now directly accountable for the level of service provided to customers.

"It has replaced our annoying overhead paging system and has proven to be very valuable in the first few months of operations."

*- Mike Mizzen
General Manager
Canadian Tire
Bolton, Ontario*

Connexall®
CONNECTIVITY WITHOUT LIMITS

CASE STUDY

Connecting retail environments to the power of information immediacy

CONNEXALL RESULTS SUMMARY

- Immediate Customer Service: Customers can instantly talk to an associate by pushing the Connexall Retail button.
- Generate Additional Sales: Sales Associates are engaged as purchase decisions are being made, reducing abandoned sales and creating an opportunity for up-selling.
- Comprehensive Reporting: Extensive reporting on call frequency, call locations, and response times are generated, identifying areas with high or low services needs.
- Three Tier Escalation: If a call is not answered within a specified time, it will be escalated to the next associate, and then to a manager.
- Easy Installation: User friendly design can be mounted anywhere and is easy to move.
- Eliminate Disruptive Overhead Paging: Using less overhead paging means you can drive revenue through announcements of sales and in-store specials.
- Improved Customer Service: Customers will identify store as having better service.



INTO THE FUTURE

The Canadian Tire store in Bolton is currently looking at adding additional Connexall Retail buttons throughout the store, and is also considering installing Connexall to help with building facilities management.

WHY CONNEXALL RETAIL?

According to the National Retail Federation:

- 70% of customers make their buying decisions at the point-of-purchase
- 62% of shoppers report abandoning purchases because help could not be found
- Overhead paging systems are disruptive, often ignored by sales associates, and have no reporting mechanism or built-in accountability

“The biggest difference is two-way communication. We now have the ability to address the needs of the consumer immediately. It gives the employees the opportunity to immediately talk to a customer - answering questions and responding to their needs. The consumer remains far more relaxed, knowing that somebody has acknowledged their presence and is going to help them”

*- Harold Robbins
Canadian Tire Store Owner
Bolton, Ontario*