

About CheerDeals

CheerDeals is a leading online retail source for cheerleader and dance team uniforms in the United States. CheerDeals offers custom and ready-to-wear uniforms as well as all the accessories needed to complete each team's unique look. Located in Walker, Louisiana, CheerDeals provides uniforms and accessories to thousands of schools, all-star and community teams across the country. While it has an online store, its orders are primarily taken by its call center agents due to the complexity of custom orders.

Mission: Improve Customer Service, Resolve Order Conflicts, Increase Bottom Line

CheerDeals specified a system that would:

- Effectively manage the company's 300 daily incoming calls while using a small call center of less than 5 agents;
- Improve customer service and decrease hold times;
- Reduce order errors and help resolve conflicts;
- Reduce lost calls;
- Improve communication with its manufacturing facilities and vendors;
- Improve the contact center performance and the individual agent's experience;
- Reduce long distance charges; and
- Contribute to the bottom line.

When several colleagues recommended a Toshiba system, CheerDeals turned to Preferred Telephone Systems Inc., an Authorized Toshiba Dealer located in Baton Rouge, Louisiana.

John Peak, a sales professional at Preferred Telephone Systems, recommended Toshiba's Strata® CIX™ IP business communication system.

He said, "Toshiba's Strata CIX is unbeatable for its reliability, simplicity, and ease of use. Once we showed CheerDeals the system, they were sold!"

Solution: Toshiba Strata CIX Exceeds CheerDeals' Goals

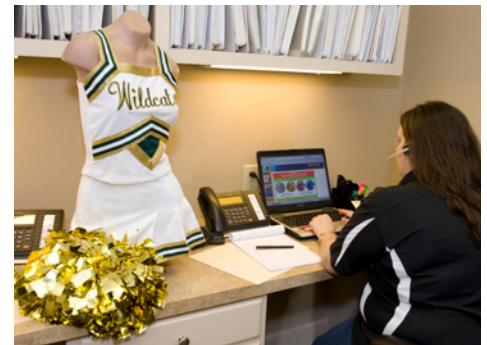
Installed by Preferred Telephone Systems Inc., CheerDeals uses a Strata CIX IP business telephone system which includes:

- Strata CIX670 rack-mounted IP business telephone system with 40 ports;
- MicroMAS media application server with Strata ACD and Voice Messaging;
- OASYS® Talkument® call recording solution;
- Strata Unified Messaging; and
- Toshiba telephones.

Industry: Retail – Cheerleader Uniform Sales

Major Accomplishments:

- Significantly increased sales volume in the first year.
- Improved contact center productivity by 100 percent.
- Dramatically increased customer satisfaction.
- Incurred no increased costs as the new Toshiba system costs the same the previous telecom service.



Marie Taylor of CheerDeals, shown here in the call center, appreciates the system's ability to let callers know where they are in the queue as well as give them the option of a call back.



Marie Taylor and Arline Martinez, both of CheerDeals, worked with John Peak of Preferred Telephone Systems to implement a Toshiba Strata CIX system that integrates the Talkument call recording solution from OASYS.

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Result #1: Decreased Hold Times and Reduced Lost Calls

Using Toshiba's Strata ACD contact center solution, CheerDeals is now able to better manage its incoming customer calls by letting callers know where they are in the queue and giving them the option of either leaving a message or receiving a call back rather than staying on hold.

Prior to installing Strata ACD, CheerDeals had been experiencing hold times as long as 30 minutes and was losing orders when customers hung up. Today, even with its complex custom-order challenges, CheerDeals has an average hold time of about five minutes and has found its Call-Back feature to be extremely attractive to its customers. Taylor said, "Our customers are happy to have the option of getting a call back. It has greatly reduced hold times and improved the customer experience."

Result #2: Increased Order Accuracy, Improved Vendor Communication

Using the Talkument call recording solution from OAISYS of Tempe, Arizona, an Authorized Toshiba Partner, CheerDeals now records every incoming call. Because the recordings can easily be searched and securely accessed, orders can be double-checked, and errors are less likely to occur. As well, having a recording of the call has helped the CheerDeals team eliminate conflicts when customers challenge an order. CheerDeals can simply email the customer a .wav file of the call recording or provide a secure link to the call as a reminder of what was ordered.

"It's not uncommon for customers to order the wrong sizes or even the wrong uniforms, so being able to share the order recording helps us resolve conflicts with our customers," Taylor said. "Having Talkument has dramatically reduced order errors and conflicts, saving us thousands of dollars."

To improve communication with CheerDeals' manufacturing facilities and vendors, two "back door" lines eliminate the need for business associates to wait in customer queues.

Result #3: Increased Efficiency With Unified Messaging

CheerDeals receives orders and customer communication online, by telephone, fax and email. Now with Toshiba's Strata Unified Messaging solution, all the messages can be delivered in a single mailbox.

Taylor said, "Having all the messages in one place has made it easier for us to check all our messages at once."

Bottom Line: Increased Sales, Reduced Lost Calls and Order Conflicts, and Cut Costs

Toshiba's Strata CIX IP business telephone system has helped CheerDeals meet its communications goals of increasing customer service by reducing hold times and providing the Call-Back option. It has also reduced order errors and conflicts while improving contact center productivity and increasing the quality of both user and customer experience.

CheerDeals savings include:

- Increased sales volume;
- Increased profits by virtually eliminating order errors and conflicts by using the Talkument call recording solution;
- Increased sales by dramatically reducing hold times and giving customers an option of a call back;
- Reduced long distance costs of hundreds of dollars each month by reducing hold times on their 800 number; and
- No additional spending as the new system is a breakeven with their previous telecom service, making all savings pure profit.

"Having Toshiba Strata ACD contact center solution with OAISYS Talkument has helped us eliminate costly order errors and resolve order conflicts while providing exceptional service to our customers and vendors."

Marie Taylor, CheerDeals



John Peak of Preferred Telephone Systems and Arline Martinez of CheerDeals are pleased with the Toshiba Strata CIX system's contribution of increased sales, reduction of lost calls, fewer order conflicts and overall cost benefits.

"Thanks to Toshiba and Preferred Telephone Systems, CheerDeals isn't spending any more money on its communications needs, yet we have a brand new Toshiba system that has increased our sales, increased our productivity, and dramatically improved our customer service."

Marie Taylor, CheerDeals

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