Business Phone System for Retail Sector

From grocery to department stores, the secret to retail growth lies in delivering an engaging experience both in-store and online, as well as at every customer interaction point, to foster long-term loyalty. Yeastar provides an all-in-one communication solutions tailored for the retail industry, connecting every team member through a single platform, enhancing customer satisfaction and driving sales.

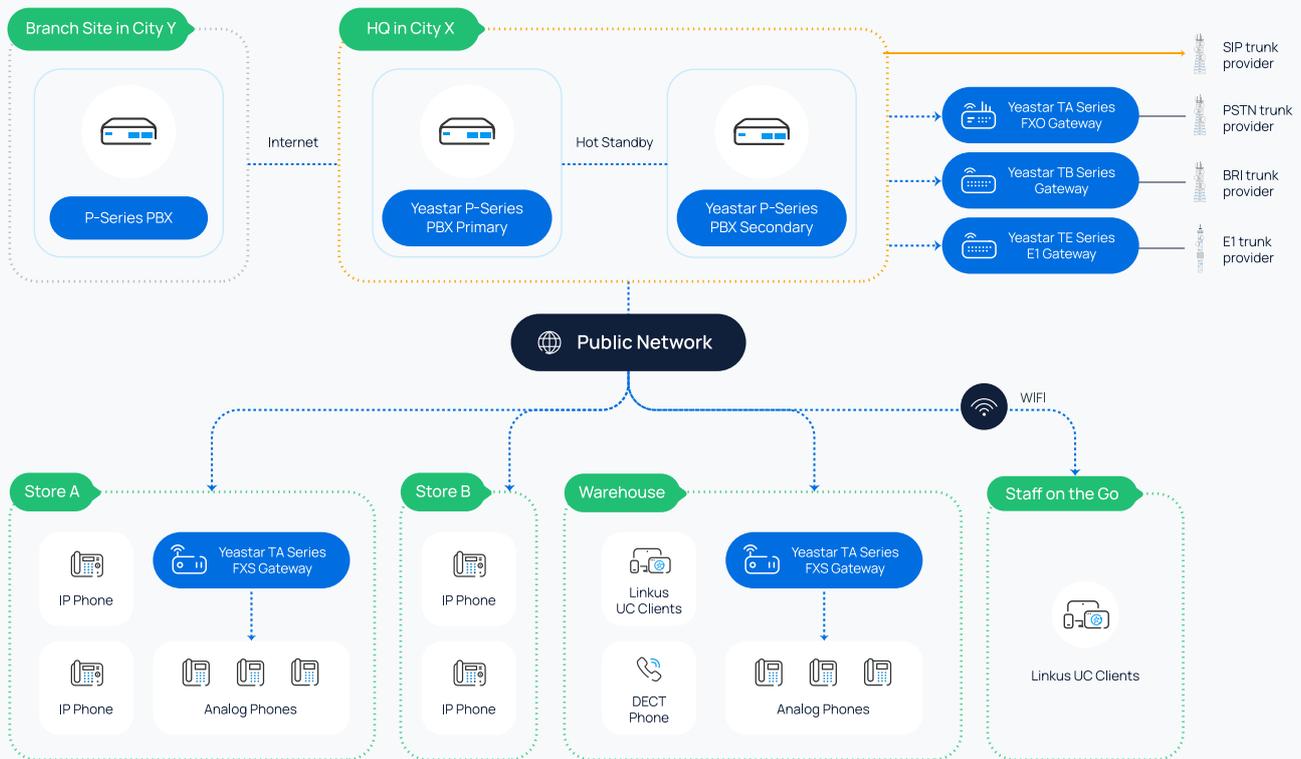## Reimagining Employee & Customer Experience for Retailers

Yeastar P-Series Phone System is a modern, cost-effective UC (Unified Communications) solution tailored for the retail sector. It supports both analog and IP networks, ensuring seamless integration with your existing infrastructure. By linking stores, logistics, and call center agents through an omnichannel experience, it delivers the highest levels of customer experience, optimizes revenue opportunities, and builds brand loyalty.

Solution Highlights At-a-Glance

- **Easy to deploy and manage**. Integrate seamlessly with existing infrastructures, including phones, paging systems, and retail systems.
- **Enhanced team mobility**. Enable retail staff to stay connected and productive on the go with Linkus UC Clients, whether they're on the sales floor, in the warehouse, or off-site.
- **Support multisite interconnect**. Connect multiple retail locations under a single phone system, keeping everyone connected at all times.
- **Omnichannel messaging**. Engage with customers through multiple channels — Live Chat, WhatsApp, SMS, and more — all from a single platform.
- **In-built call center**. Manage customer inquiries efficiently with IVR, time-based call routing, queue callback .etc, enhancing customer in-queue experience and overall satisfaction.
- **CRM Integration**. Integrate with popular CRMs to provide personalized service and track customer interactions, facilitating deal closures.
- **Industry-level security**. Encrypt all conversations and safeguard customer data at every stage of your retail operations with enterprise-grade security and privacy.
- **Reliable business continuity**. Little-to-no system downtime guaranteed by high availability solutions, including Hot Standby and Disaster Recovery.

Yeastar

How It Works

The system architecture shows how the Yeastar retail solution connects multiple branches and departments, enabling smoother communication and delivering an exceptional customer experience.

Branch Site in City Y
P-Series PBX

HQ in City X
Yeastar P-Series PBX Primary — Hot Standby — Yeastar P-Series PBX Secondary

Internet

Yeastar TA Series FXO Gateway — SIP trunk provider / PSTN trunk provider
Yeastar TB Series Gateway — BRI trunk provider
Yeastar TE Series E1 Gateway — E1 trunk provider

Public Network

WIFI

Store A
IP Phone
Yeastar TA Series FXS Gateway
IP Phone
Analog Phones

Store B
IP Phone
IP Phone

Warehouse
Linkus UC Clients
Yeastar TA Series FXS Gateway
DECT Phone
Analog Phones

Staff on the Go
Linkus UC Clients

Streamlined experience for everyone

For Shopper Experience
- Call center: self-service IVR, time-based call routing, queue call back, and more
- Welcome shoppers with custom greeting
- Live Chat on retailor website
- SMS notification for order status
- Easy emergency calling

For Warehouse & Logistics
- Stay connected anywhere with Linkus UC Clients (mobile/desktop/web softphone app)
- Free inter-branch calling
- SMS order notification for accurate pickups
- Remote Access Service
- Doorphone integration
- Unique emergency number prepend

For Sales Team
- Mobile, desk & web client: 24x7 response guarantee
- Message customers via omnichannels: WhatsApp, Facebook Messenger, and more
- Destination-specific MoH & greetings
- Call management: real-time queue panel, wallboard, call reports, etc.
- Operator panel
- CRM & helpdesk integration

For System Admin & IT
- Integrated with existing infrastructure
- Point-and-click configuration
- IP phone auto-provisioning
- Intuitive admin portal
- Comprehensive call logs and reports
- Remote & central management support
- Reliable PBX hot standby redundancy

Yeastar Retail Solution Common Use Cases

1

Website & Social Selling

Engage customers in real-time on retail websites through Live Chat, handling inquiries promptly to boost purchase intent. Plus, easily switch to preferred languages to cater to a global customer base for chain stores.

2

Self-service Transactions

Guide customers through self-service IVR menu to the appropriate destination, streamlining call flow and easing the burden on live agents. With the advanced time-based and multi-languages setting, providing support across diverse branches.


3

Coordinate Pickups

Connect warehouses, logistics teams, and branch offices with a central PBX system. Use intelligent call-routing and SMS order alerts for efficient inventory and pickup management.

4

Staff Mobility & Collaboration

Empower staff with a mobile app to stay connected and responsive to customer requests while on the go. Integrated chat, voice, and video features enhance collaboration across departments.
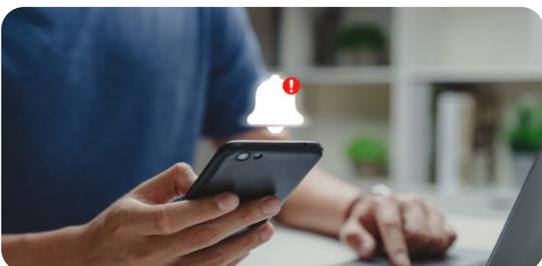
5

Emergency Calling

Ensure the safety of staff and customers with an inbuilt emergency calling feature. Calls can be made to emergency numbers at any time, triggering notifications to emergency contacts simultaneously.

Trusted by Retailers Worldwide

PC PERSONAL COLLECTION

SPAR

OBI   OWNDAYS   Rossi

Awards & Recognition

High Performer WINTER 2024

Easiest To Use WINTER 2024

Users Most Likely To Recommend WINTER 2024

UCaaS Platform TMCnet.com EXCELLENCE AWARD 2022

RANKED HIGHEST IN CUSTOMER SATISFACTION Eastern Management Group

THE CHANNEL CO. CRN CHANNEL CHIEFS 2022

Unified COMMUNICATIONS PRODUCT OF THE YEAR 2022

PIONEER AWARD TMCnet.com REMOTE WORK 2022

EXCELLENCE AWARD TMCnet.com 2020 Teleworking Solutions

22 funkschau Produkte des Jahres Yeastar P-Series Software Edition

TOP 10 Global IPPBX PROVIDER

450,000+ Business Users Worldwide Trust Yeastar

ByteDance   SGS

Joburg City Power a world class African city   TCL   MERATUS

Odemira MUNICÍPIO   GEORGE THE CITY FOR ALL REASONS   LON

About Yeastar

Yeastar helps businesses realize digital values by making communications and workplace solutions easily accessible from ownership and adoption to daily usage and management. Yeastar has established itself as a leading provider of UC solutions with a global partner network and over 450,000 customers worldwide. Committed to delivering the right technology to value-oriented businesses, Yeastar offers products and services for UC&C, workplace scheduling, and hybrid workplace to enable them to win in the modern digital world.