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Better Retail Experiences Begin with FortiVoice Cloud

Executive Summary

The retail marketplace is one of the most intense and competitive environments where customers expect quality services and instant satisfaction. It is crucial to have a reliable communications solution that enables retailers to provide consistent customer experiences. Traditional phone systems require labor-intensive configurations and regular maintenance that consume retailers' constrained budgets and resources. These legacy systems often lack the flexibility and security to support modern communications needs in the retail sector.

FortiVoice Cloud is a secure, cloud-based unified communications (UC) solution with all-inclusive calling, conferencing, chat, and fax. Its mobile-friendly softclient keeps employees connected, regardless of their location. FortiVoice Cloud service and data centers are intuitively protected and monitored by the Fortinet Security Fabric platform, so companies can secure conversations with always-on connectivity. FortiVoice Cloud offers affordable subscriptions to help retailers from single location and growing franchises to national chains optimize their communication efficiency and customer experience without increasing their operating costs.

Connect with Customers from Anywhere

Many retailers have adopted new technologies and transformed to digital platforms so they can provide better business efficiency for their online businesses. In addition, employees expect a more flexible work-from-anywhere model. Many retailers struggle to have a reliable and flexible communications system that supports the digital world as well as the increasing number of mobile and hybrid workers. Companies want to continue delivering great customer experiences without increasing their operational expenses.

The shift to digital platforms has also driven the demand for network infrastructure and connectivity. Traditional phone systems are inflexible to support remote workers' demands in modern communications. Remote infrastructures and workers also expose security challenges to providing secure and always-on communications crucial for today's business continuity.

Secure, Inclusive Cloud Communications

FortiVoice Cloud UC keeps teams together regardless of their locations while giving retailers the reliable services and security features they need to protect conversations and data. FortiVoice Cloud is a feature-rich business communications solution with all-inclusive calling, conferencing, chat, and fax. FortiVoice Cloud is easy to activate and comes with a mobile-friendly softclient for every user. Retail employees can make and receive business calls from anywhere using their smartphones or computers, all with one business phone number. FortiVoice Cloud helps retail employees connect with their colleagues and customers from an integrated communications solution with the same secure quality calling experience in the workplace, at home, or wherever they are.

Nearly one-third of consumers worldwide are willing to pay more for a product or service if it came with better customer service.[1]

Improving the customer experience boosts sales up to 7%, increases profitability by 2%, and expands shareholder returns by as much as 10% according to McKinsey research.[2]
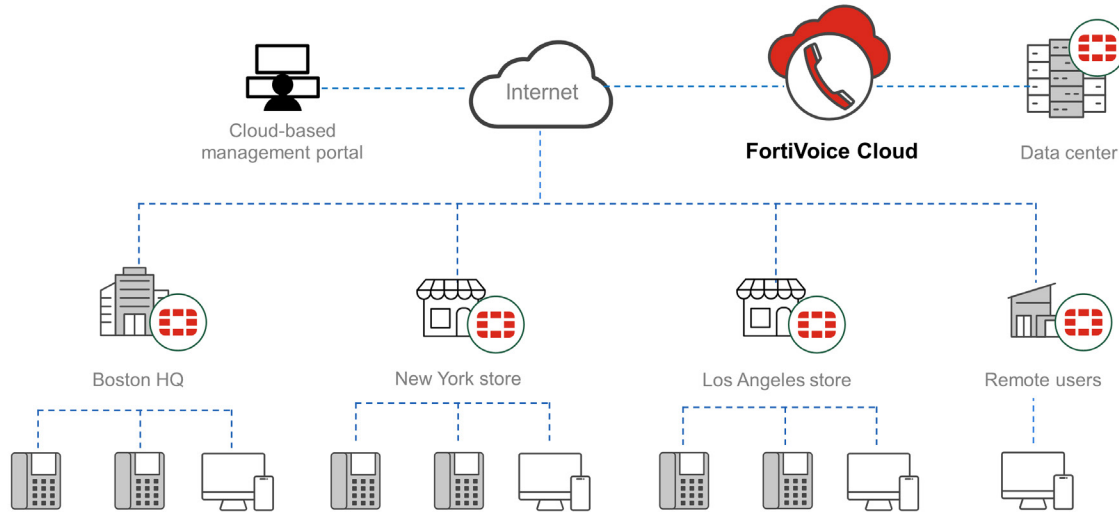
Figure 1: FortiFone plug-and-play IP phones and mobile-friendly softclients

Managing aging and siloed communications tools can be difficult and time-consuming for IT. It also creates confusion and inefficiency among retailer employees. With FortiVoice Cloud UC, all the services are integrated within one platform and are explicitly designed to help teams work together. FortiVoice Cloud is quick to deploy and simple to scale, even for today's hybrid retail environments. IT teams will face fewer issues in the migration to the FortiVoice Cloud environment to get employees on board faster and easier. The FortiVoice intuitive web console simplifies system management across locations, users, and devices. FortiVoice Cloud offers plug-and-play FortiFone devices and mobile-ready softclients to enable user communications in no time.

As a security leader recognized by leading analysts, Fortinet built FortiVoice Cloud with enterprise-grade security technologies with applicable industry-leading encryption standards and protocols to protect customer data and conversations. FortiVoice Cloud communications are protected by the comprehensive Fortinet Security Fabric platform and monitored by Fortinet security experts. It provides secure communications without the worry of call interception, toll fraud, denial-of-service (DoS), or service downtime.

Enterprise-Grade QoS for Business Continuity

Unreliable communications result in low levels of productivity that can affect employee morale, hinder efficiency, and damage business revenue and reputation. FortiVoice Cloud works seamlessly with FortiGate Next-Generation Firewalls and software-defined wide area network solutions, protecting the network infrastructure and optimizing communications traffic. Additional FortiVoice Gateway provides local survivability to ensure always-on connectivity, even during internet downtimes or natural disasters.

More Savings to Increase Business Competitiveness

Quality communications do not have to come with a premium price. FortiVoice Cloud delivers all-inclusive calling, conferencing, chat, fax, and mobile support in one integrated platform. FortiVoice helps retailers save more with simple and affordable subscriptions with flexible mix-and-match plans that fit unique needs and budgets, so you can save more and scale easily for competitive advantages.

Optimal Communication and Collaboration Efficiency

The FortiVoice Cloud web-based console makes it easy for IT to manage and activate services for all users from anywhere. There is no need to install PBX hardware or hire technical expertise. A user can simply plug and play a FortiFone device or use our mobile-friendly softclient to connect with coworkers and start calling customers in no time. All users can enjoy the same quality, secure communications from retail stores, at home, or on the go without sacrificing efficiency.

End-to-End Protection for Customer Data

Security and customer trust are Fortinet's core business values, and we build these into our FortiVoice Cloud services with advanced security and encryption features. As part of the Fortinet security platform, FortiVoice Cloud works seamlessly with Fortinet security products without complicated configurations or time-consuming integrations. Fortinet is the only vendor that provides end-to-end integrated security protection from the network infrastructure to phone communications. Your business can simplify security and networking management with a single pane of visibility across branches and devices.

Customer Connection Starts with Quality Communications

FortiVoice Cloud securely connects retail teams and customers regardless of their locations. Our integrated solution with calling, conferencing, chat, and fax helps improve operational efficiency, so retailers can deliver better shopping experiences. FortiVoice offers many other benefits, including cost savings, better coworker collaboration, simplified IT management, and advanced security protection that are not available in traditional voice solutions.

Affordable, all-inclusive, mobile friendly, and backed by Fortinet's leading security technologies, FortiVoice Cloud is the choice of unified communications to connect teams and customers, so retailers can focus on driving better customer experiences.

83% of leaders say data protection and cybersecurity are top priorities in their customer service strategies.[3]

[1] The 9th annual Teleperformance CX Lab's Global CX Survey, Teleperformance, 2023.

[2] The CX Leader Blog: What Is Customer Experience (CX)? Your Complete Guide, Walker, 2024.

[3] CX Trends: Unlock the power of intelligent CX, Zendesk, 2024.

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