

Retailers See Results in Efficiency and Cost Cutting

Are you working harder only to see profit margins shrinking?

Never before have retail stores been under threats on so many fronts as in the last couple years. For some retailers, finding ways to meet consumer needs while not losing their shirts, so to speak, gets tougher each month. For other retail chains, becoming and staying the 'favorite store' in consumers' minds couldn't be more time-consuming and less profitable.



Video communications can create operational efficiencies and improve your bottom line.

Whether you face the challenge of facilitating a faster time-to-market, attracting and retaining customers, keeping them in your stores longer, finding more ways to 'move the merchandise', or simply training your employees -- efficient, timely decision-making becomes a critical factor. This is why many retail firms have turned to TANDBERG video communication solutions to shorten product development cycles, increase productivity and speed time-to-market, accelerate decision-making, and make internal communication easier for globally dispersed teams.

Facilitating employee productivity.

By bringing together multi-city or multinational project teams more often and at lower costs companies are shortening production times and reducing time-to-market. Improved information flow and immediate feedback allows development teams to work faster and smarter, and they appreciate the efficient and more effective face-to-face discussion without having to leave their offices. Video communications save the obvious time and expense of travel, but the real benefit of increased productivity can have just as much impact on the bottom line.

How are retailers using video communications today?

Better internal communication. The Royal Doulton Company, a household name among purveyors of luxury china and collectibles, turned to TANDBERG to provide a videoconferencing solution to connect employees face-to-face in and throughout the UK, Japan, Canada, Australia, the USA, and Indonesia. "Video has provided us with an additional communication channel and has significantly enhanced the effectiveness of our internal communications, simply as it has allowed us the option of face-to-face contact at the touch of a button," observed Shane Phillips at Royal Doulton.

Faster design collaboration. Reebok International Ltd. needed better real-time design collaboration to cut costs. One of its first successes with TANDBERG was the shortening of project development cycles among its design groups worldwide. The Research, Design, and Development teams used cost-effective videoconferencing to discuss and agree on every detail of shoe design from the coloring to the stitching. As word spread about the ease and convenience of videoconferencing as a way to maintain worldwide communication while reducing product development time, Reebok installed equipment for more divisions in the company. Cutting costs and enhancing a conducive corporate culture. IKEA, as a leading home furnishings company, always looks to solutions that will enable it to run more quickly, efficiently, and cost-effectively.

“We were searching for a solution that would fulfill our business development initiatives to be faster, leaner, and simpler, to improve costs and to reinforce our corporate culture,” says J.Hedley, purchasing manager at IKEA. “TANDBERG’s systems were the most technologically advanced and provided not only great quality, but ease-of-use. This was crucial.”

Used daily, TANDBERG video communication systems allow IKEA senior and mid-level executives to connect with any IKEA store throughout North America without having to leave their building. The hours saved have allowed IKEA to reduce travel costs, significantly increase productivity, and change company culture. Video communications also facilitates IKEA’s Human Resources department which regularly conducts interviews and corporate training.

“Videoconferencing touches almost every aspect of business at IKEA headquarters,” said Hedley. “We plan to expand the use to sales so employees can discuss merchandise between stores.”

Successful Video Communications.

TANDBERG has helped companies of all sizes to implement successful video solutions to elevate their performance in today's fast-paced environment. Our high performance product line offers a full range of solutions to address all your video communication needs.

TANDBERG helps you develop and implement the right solution, to help you meet and exceed your business objectives.