



CDW and Cisco Put the Customer First with Modern Contact Centre Operations

In today's fast-paced retail environment, staying competitive means more than just offering great products – it's about delivering seamless and personalized customer experiences, both online and in-store.



A large retailer was struggling with outdated IT infrastructure, affecting its ability to fulfill the expectations of today's consumers. To maintain their impeccable customer service, the retailer needed a scalable solution to upgrade call centre functions, improve cybersecurity and modernize their growing e-commerce business. CDW Canada collaborated with Cisco to provide outstanding shopping experiences for the modern consumer.

BUSINESS CHALLENGE: Modernizing Retail Operations

- The retailer's existing infrastructure was struggling to keep up with consumer demands. Outdated point-of-sale systems, limited integration between online and offline channels and a lack of real-time data analytics contributed to inefficiencies. These included prolonged checkout times, inconsistent inventory management and missed opportunities for personalized marketing and customer engagement. The retailer needed a robust solution to improve both their e-commerce strategy and in-store shopping experience, ensuring they could offer premium, customer-centric service across all touchpoints.

TRANSFORMATION: Enhancing Customer Service



CDW spent meaningful time working with the retailer to understand their unique needs and identify targeted solutions to help meet business objectives. Multiple internal solutions experts across CDW were also engaged to showcase the full capabilities of the CDW technology stack.

The journey began with in-depth training sessions, detailed roadmaps and live demonstrations of Cisco's contact centre technology. These tactics ensured the retailer's IT team could identify exactly how their needs could be met through Cisco solutions and were fully equipped to leverage the new technology.

CDW implemented Cisco's contact centre technology, known for its scalability, AI-driven insights and omnichannel capabilities, playing a crucial role in enhancing customer interactions. The solution integrated cloud-native tools with real-time analytics and a unified management platform, enabling the retailer to deliver personalized and consistent service online and in-store. This led to reduced wait times and personalized customer interactions, which increased satisfaction and strengthened customer loyalty, positioning the retailer to thrive in an increasingly digital marketplace.

"We understand that customer service is paramount for the retail industry and that e-commerce is only sustainable with scalable IT solutions," said Puneet Duggal, Cisco Practice Lead & Principal Solutions Architect at CDW. "Our experts identified practical solutions that kept customers at the forefront, to strengthen engagement and foster positive brand sentiment in an increasingly competitive marketplace."

Another vital aspect of this transformation was the implementation of Cisco's Security Service Edge (SSE) solutions. In an e-commerce landscape where security is essential, the SSE framework allowed the retailer to improve overall security posture while reducing complexity for both the IT team and customers. Cisco's SSE helped ensure the safety of both company and customer data amidst high volumes of online transactions.

To further optimize Cisco's SSE, Cisco ThousandEyes was integrated to provide greater visibility into both security and network performance. ThousandEyes helps monitor the entire path of data – from user devices to applications – by offering real-time insights into the health and performance of endpoints, networks and major cloud services. This allowed the retailer to understand how their systems were functioning, which ensured reliable and secure access for staff and customers and improved their ability to troubleshoot and prevent outages.

These solutions not only safeguarded customer data and ensured compliance with industry regulations but also simplified the deployment and management processes. The retailer experienced a reduction in security incidents, which fostered greater customer trust and allowed the IT team to focus on strategic initiatives rather than managing security issues.

"In an era where digital transformation is reshaping industries, organizations need integrated and cohesive solutions and partners to navigate the complexities of the modern technology landscape," said Jean-Claude Ouellet, Vice-president, Sales & Operations - Commercial Canada at Cisco. "CDW Canada is the 'go to Cisco partner' with a 'refuse to lose mentality' that encapsulates Cisco's commitment to providing seamless, end-to-end solutions that drive innovation, enhance security and optimize performance for the retailer."

By integrating Cisco's contact centre data with the retailer's customer relationship management (CRM) systems, the retailer was able to gather real-time insights into customer behaviour, preferences and interactions. This comprehensive view enabled more personalized and consistent engagement, allowing the retailer to improve customer satisfaction both in-store and online. Additionally, the enhanced network infrastructure supported by cloud-based solutions and real-time analytics facilitated the expansion of the retailer's e-commerce platform.

RESULTS: Achieving Retail Excellence

- **Enhanced Customer Experience:** Cisco's contact centre technology improved network reliability and reduced prolonged checkout times. This allowed the retailer to deliver seamless customer interactions online and in-store, resulting in higher customer satisfaction, more personalized engagement and increased loyalty.
- **Unified Customer View:** The combination of contact centre data with the retailer's CRM systems resolved previous integration issues between online and offline channels. By providing a comprehensive end-to-end view of customer interactions, the retailer could offer a consistent and personalized experience across all touchpoints, enhancing both their e-commerce strategy and in-store service.
- **Streamlined Operations and Security:** Cisco's SSE solutions increased the retailer's cybersecurity posture, which led to decreased downtime and operational expenses, allowing the retailer to reinvest in other strategic areas.
- **Future-Ready Infrastructure:** The retailer gained a clearer understanding of how their systems were functioning using Cisco ThousandEyes, providing real-time insights into the health and performance of endpoints, networks and major cloud services.

CDW's understanding of how IT solutions support the modern customer experience drove the customized deployment of Cisco solutions for the retailer. Through Cisco's modern contact centre solutions and improved cybersecurity and data insights, the retailer was empowered to better serve customers.

Visit us [here](#) to learn more about our Hybrid Infrastructure offerings.

