

## RETAIL INDUSTRY FOCUS



### HIGHLIGHTS

- **Develop your Web presence to maximize online and offline sales**
- **Improve customer satisfaction with fast payment processing and effective communications**
- **Suppliers and customers can contact your business at all times with phone numbers you choose**

## Maximizing Sales and Profits with Covad Solutions for Retail

Retail businesses of all shapes and sizes are finding that their websites are playing a critical role in sales growth, including online sales and influencing offline sales. Covad solutions for retail are designed to help you maximize the return from your online marketing efforts. Whether you sell products online or use the power of online window shopping to drive customers to your retail location, Covad can help give you a competitive edge with business-class voice and high-speed broadband services, a suite of Web hosting solutions, and expert customer service.

Covad solutions for retail can help you:

**PROCESS QUICKLY.** Credit card transactions and inter-/intra-store communications are quick and efficient with next-generation broadband services, including T1 and bonded T1, ADSL and ADSL 2+.

**STRENGTHEN YOUR ONLINE PRESENCE.** Tap into the enormous \$175 billion<sup>1</sup> online retail market and increase offline sales with a more substantial online presence.

**RESPOND PROMPTLY.** Customers can always reach you by phone, fax, cell, and email with flexible voice and data solutions. Customer inquiries can be efficiently routed to the proper department using business productivity features such as Find Me/Follow Me, hunt groups, and auto attendant to help maintain a high level of customer satisfaction.

### WHAT RETAILERS GET

Covad solutions offer the following:

**BUSINESS IMPERATIVES SATISFIED.** Businesses face continuing pressure to reduce costs and improve productivity. Covad's suite of hosted, integrated voice and data solutions helps customers by simplifying their Internet access and voice services. We offer affordable solutions designed for the retail business, with business-class services and service level agreements.

**BUSINESS-CLASS BROADBAND.** Online marketing can help retailers increase sales and net a higher return on their marketing dollar. Covad can meet your high-speed Internet needs with DSL or lightning-fast T1 over our next-generation nationwide network, all with 24x7x365 customer service and support.

<sup>1</sup> Excludes online travel sales

# 50%

Total retail sales influenced by the Internet by 2010<sup>2</sup>

**“With Covad Web hosting services we were able to create a website that not only allows us to sell product online but brings new customers to our three retail locations.”**

**VOIP BUSINESS SOLUTIONS.** With Covad VoIP, you can combine phone and Internet connectivity along with advanced VoIP features such as Find Me/Follow Me in a single seamless solution with a predictable monthly bill.

**WEB HOSTING.** Leverage the power of the Internet to grow your business by selling and/or marketing your merchandise and services online. Covad offers hosted email and Web solutions so that you can focus on growing your business. Solutions include four hosting plans, from email-only to feature-rich Web hosting. The Web hosting service also includes website building tools with retail-specific templates and features such as live chat and blogging.

#### **BENEFITS TO RETAILERS**

Business-class high-speed broadband solutions coupled with Covad hosted VoIP and Web hosting solutions enable retailers to utilize their online presence to bolster both online and offline sales.

**COVAD DASHBOARD.** Control and manage all communications from a standard PC with an Internet connection. The Covad Dashboard is a simple-to-use, intuitive Web interface that allows you to view, prioritize, respond to, and forward your email, voicemail, and fax mail from one online location, enabling you to track and return communications more efficiently.

**FIND ME/FOLLOW ME.** Always stay in touch with your customers, employees, and suppliers. This feature allows people to contact you at all times, anywhere you happen to be, using just one phone number.

**ELECTRONIC FAX.** Receive fax messages with the online Covad Dashboard just as you would email, for easy tracking, archiving, and forwarding.

**INSTANT CONFERENCING.** Get store managers and employees together on one call instantly, without having to schedule in advance or pay an outside service. The conferencing feature allows you to record the call and save it electronically as well as to add, drop, or mute any party.<sup>3</sup>

**ANSWERING CLIENT CALLS.** Connect your callers correctly and efficiently the first time, every time, using advanced features like auto attendant, which allows callers to self-select the person or department with whom they wish to speak, and hunt groups that “hunt” from phone to phone to find an available employee.

**Contact your Covad account representative for more information, or go to [www.covad.com](http://www.covad.com).**

<sup>2</sup> Dan Muse, “Online Shopping to Grow—Are You Ready?”, ecommerce-guide.com, February 8, 2006, accessed August 2007, <http://www.ecommerce-guide.com/news/article.php/3583651>.

<sup>3</sup> Customers are responsible for complying with applicable state and federal laws regarding the recording of conversations.



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