

# Flexible solution for growing business

## About the client

Redbrick Mill is a modern, luxurious department store in West Yorkshire. The department store specializes in furniture and interiors, featuring many brand names including Heal's, Made.com, BoConcept, Hulsta, Natuzzi, Calligaris and Sofas & Stuff. With two sites and a growing number of vendors in their main building, communication between employees is crucial for the smooth operation of the business.

[www.redbrickmill.co.uk](http://www.redbrickmill.co.uk)

## Summary

Redbrick Mill is a furniture retailer operating on two sites in Northern England. As a large retailer with over 40 vendors operating under their roof, efficient communication between staff and customers is key to ensuring the businesses to continue running smoothly. With an iPECS system in place, all vendors stalls can be reached from the front desk at the press of a button. iPECS IP handsets have given the team a reliable and easy-to-use solution, and the automated day&night service has saved a significant amount of time when closing the store.

## Challenge

The department store needed flexibility for its communications solution to support future growth in number of vendors. All the existing vendors have requested to be seamlessly connected with each other for higher availability. This can also be helpful so the operation of the system is easier for all customer facing employees. Since they have multiple sites that also need to be connected all the features and functionality are expected to be unified for smooth usage and operations.

## Product

### Platform

- iPECS UCP

### Application

- iPECS UCS

### Terminal

- iPECS IP Handsets



Under 100 Ext.



Corporate



iPECS UCP

**REDBRICK**

THE DEPARTMENT STORE FOR FURNITURE & INTERIORS

Redbrick



## Redbrick mill department store

*"Improved connectivity to our customers  
means this will give them untold flexibility."*

- Manager at Red brick mill department store

## Solution

- iPECS UCP system to provide diverse UC features as well as flexible future expansion in a cost effective ways
- iPECS IP handsets to reduce cabling and installation and maintenance costs
- iPECS UCS to improve reachability and seamless connection between distant sites

## Benefits

Since installing iPECS, Redbrick Mill has noticed a huge improvement in their operational efficiency. With their old system in place, there was no easy way to transfer a call from the front desk to a vendor elsewhere in the store. With the iPECS UCP system they now have in place it has facilitated a huge reduction in call costs, as a result of both the operational improvements and the cheaper call rates inherent to SIP.

The new system allows staff to add new handsets quickly and easily to the system, giving a huge boost to their agility and responsiveness. On-boarding new vendors is now much faster than it was before, and the improved integration of the vendors into the store's infrastructure has made Redbrick Mill an even more attractive site for businesses to operate, enhancing their competitive edge.

Staying in contact with all employees in the business is much easier and cheaper now. Since both sites now use the same system, all employees can be reached via an extension rather than a PSTN number. This, combined with the easy configuration of speed dials on the iPECS IP handsets, has led to a new culture of collaboration between colleagues on different sites.