

# Customer EXPERIENCE

## ABOUT FAITH

In 1964 Samuel Faith founded Faith Shoes. The brand is based on strong foundations combining inspirational style, customer loyalty and affordability.

In recent years its achievements have been recognised with prestigious awards including for the seventh consecutive year Best Footwear 2006 voted by Company magazine readers and for the second consecutive year Ultimate Shoe Retailer 2006 as voted by More magazine readers.

A branch expansion programme launched in 2002 meant that Faith has opened new branches to include locations such as Reading, Southampton, Chester, Oxford and many others throughout the UK and has plans to continue to expand in the future. Faith also has concessions within Debenhams, Alders and selected other independent retailers.

In 2005 Jonathan Faith sold Faith Shoes to the management team backed by private equity company Bridgepoint.

Branch expansion continues including successful openings in the Middle East.

## CUSTOMER NEEDS

- Quantify in-store traffic
- Improved connectivity and flexibility
- User friendly solution
- Control over solution at Head Office

*“ROI is incredibly important to us. By rationalising the number of lines we have, we are confident that the IP communications solution will have paid for itself in two years, which is terrific. Not only do we get all the benefits of inter-connected sites and more control over our system we also have quantifiable ROI – you can’t ask for more.”*

– Luke Phillips,  
IT director at Faith



## Faith puts its best 'shoe' forward with Mitel IP communications

### Faith

With over 220 stores, a number of concession outlets and 2,500 employees nationwide, Faith is one of the leading footwear brands in the UK. Founded in 1964, the Faith brand is based on strong foundations, combining inspirational style, customer loyalty and affordability.

### 'Sizing up' the technology

Staying ahead of the competition and ensuring the brand continues to excite millions of potential customers is a priority for Faith and a key part of making sure this is achievable is its communications solution.

Faith required a communications solution that would improve communications between stores, reduce internal call costs and standardise operating procedures. With its existing telecommunications solution requiring some updating to keep Faith at the top of its game, it was time to call in the experts.

It became clear that one of the major considerations for Faith was that they needed to prove demonstrable ROI on any investment they made.

### ROI

Faith selected the Mitel® 3300 IP Communications Platform (ICP) and it was installed as a gateway to the existing system which was no longer able to meet expectations. It was also suggested that an ADSL connection was used to deploy remote Mitel's IP phones to each store. A flat rate broadband connection, dramatically reduced the cost of in-store calls by up to as much as £10,000 per annum, per store and allows the store to provide better communications.



it's about **YOU**

## SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel IP Phones

## RESULTS

- Standardised operating procedures
- Increased control over communications
- Cost savings
- Improved intersite communications

Using the Mitel IP phones, in-store based employees now have a greater flexibility. They are able to move about the premises, carrying out their daily duties while ensuring they are always no more than a button away from support or even a potential customer.

Luke Phillips, IT director at Faith said: "It has been really challenging trying to manage all our stores using an analogue system. Taking this step has been such a huge move forward for us. Deploying IP communications has enabled inter-site communications and control at our HQ which previously had just not been possible.

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## Future

With the system installed and the company already reaping the benefits of the solution, Faith is already thinking ahead. The long term plan is for Faith to completely replace its old system and to fully migrate over to IP communications.

Spurred on by the control the IT team has experienced since moving to IP communications, Luke is now planning to bring its call centre in-house using Mitel's Contact Centre Solution.

Luke concluded: "The implementation has been so successful that we are really excited about completing the IP migration process and taking as much control over our system as possible. As with all major implementations like this, the whole process takes time, but with the results speaking for themselves we are excited about the future."

### Americas Headquarters Corporate Headquarters

Tel: +1 613-592-2122  
Fax: +1 613-592-4784

### Europe, Middle East and Africa Headquarters

Tel: +44 (0) 1291 430000  
Fax: +44 (0) 1291 430400

### Asia Pacific Headquarters

Tel: +852 2508 9780  
Fax: +852 2508 9232

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