



## Mobility & Cost Savings helped Canadian Tire's retail store in Fernie, British Columbia decide to move to an Allworx VOIP Communications System

Customer service in a retail environment is paramount to the success of that business. Having a durable reliable communications system that has a portable advantage to it keeps you in front of the customer and delivers service almost second to none. Canadian Tire's retail store in Fernie, British Columbia chose the Allworx VOIP communications system to support their mobility requirement while also having the comfort that they no longer will be incurring hefty repair bills on faulty equipment.

### About Canadian Tire Corporation

For more than 90 years, Canadian Tire Corporation (CTC) has been providing customers with everything they need for life in Canada. They are a Family of Companies that includes Canadian Tire retail stores as well as any other divisions that are all part of the Corporation. With nearly 1,700 retail and gasoline outlets from coast-to-coast, its primary retail business categories – Automotive, Living, Fixing, Playing and Apparel – are supported and strengthened by its Financial Services division and the tens of thousands of corporate and retail employees across the Company.

Since its early beginnings in automotive, CTC has expanded to support Canadians in every way imaginable. Canadian Tire is the company that turns your 'To-Do' list into a relaxing afternoon.

Founded in 1922, Canadian Tire remains one of Canada's most recognized and trusted brands and the place that Canadians turn to every day – and more than 250 million times each year – to tackle the jobs and joys of everyday life in this country.

### Why Allworx

Canadian Tire's retail store in Fernie, B.C. was already utilizing a local Communications Company – Isosceles - to manage their IT needs. Ryan Doehle from Isosceles had asked Angus McDonald, Associate Dealer Canadian Tire, to call him if the opportunity for a new Communication System was ever needed. Angus did just that. Ryan pointed out the advantages that the Allworx VOIP system would bring to the Canadian Tire's retail store. He described how they would be able to integrate their traditional analog phones lines with SIP service on the Allworx platform and create a real cost saving advantage at their location.

Angus has stated that "the service from Isosceles is second to none". He was also very interested in the mobility features that the Allworx Reach application gave him. The Canadian Tire staff already utilized Android devices which meant it would be easy and effortless to implement the Reach capability for the store. As Angus put it "setting up Reach on a new Android phone is a piece of cake". Isosceles' ability to transition the Fernie retail location onto the new Allworx system was efficient and professional. "There is not one issue with the new system, as it is one of the best phone systems we have ever had", said Angus.

*“Setting up Reach on a new phone is a piece of cake”*

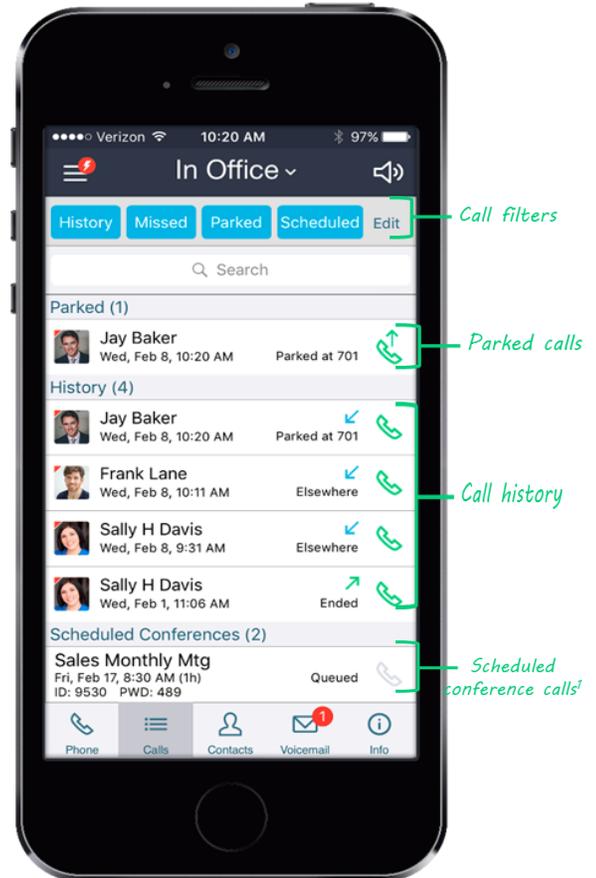
- Angus McDonald, Associate Dealer Canadian Tire, Fernie, B.C.

## The Next Step

Currently this store is utilizing PRI on the Allworx VOIP system, but soon this store will be saving more money once SIP trunking is fully utilized. Since the Allworx systems are SIP native and SIP trunking is already built in, it's an easy, cost effective way to exercise the benefits of SIP technology.

## Key Benefits Of Allworx with Canadian Tire Store Fernie, B.C.

- Durable and reliable, not having to replace broken handsets
- Reduction in repairs bills
- Mobility: Staff can be more efficient and helpful in less time
- Easy to implement
- Cost savings using SIP trunking
- Work from home – plug and play remote phone – for management
- Remote phones allow supervisors to page directly into the store to allocate staff to cash registers when needed



Allworx Reach™ for iOS or Android connects you to your office desk phone from anywhere you need to

## Solution Personalized for Canadian Tire

Industry: Retail

Location: Fernie, British Columbia

Website: [www.canadiantire.ca](http://www.canadiantire.ca)

Allworx VOIP System: Connect 731

Allworx IP Phones: 9 – 9212L, 1 – 9224, 13 – Reach

Allworx Advance Software Options: Allworx Reach and Reach Link

## About Allworx

Headquartered in Rochester, N.Y., Allworx is an award-winning maker of VoIP communication systems for SMBs and a wholly owned subsidiary of Windstream. Allworx provides a complete portfolio of VoIP systems, IP phones, network switches, and advanced software options to help SMBs create solutions tailored to meet their unique needs. Allworx is available to SMBs through a network of 1,000+ independent resellers in the U.S., Canada and Latin America, and also as Windstream IP Simple, a managed monthly subscriptions service that combines Allworx with VoIP and data services from Windstream.

## Contact Us

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