

How Atlantic Wireless Goes Beyond the Call With the Help of Statflo

An innovative approach to wireless retail

Brandon Tate, CEO, assembled a task force and challenged his team to be more innovative than other agents in their areas. They resorted to Statflo to drive four unique programs:

- 1) Curbside pickup and home delivery
- 2) Work-from-home plan for front-line associates
- 3) Optimized staffing using Statflo data and RQ data
- 4) Identification of unproductive associates



“We closed the store down temporarily but, thanks to Statflo, we were able to move that customer base to another store and we still can serve that community.

Keith Ingram - Director of Sales & Development, Atlantic Wireless

Curbside and delivery services have allowed Atlantic Wireless to outperform their peers. They also combined outreach activity data in Statflo with sales data in RQ to staff their stores to perfection.

This way, customers aren't waiting impatiently to be served and Atlantic stores aren't overstaffed.



As a world class owner and operator of U.S. Cellular retail stores, Atlantic Wireless operates with the highest standard of excellence where they treat their customers like family.

<http://atlanticwireless.com>

Store count

16

Locations

North Carolina and Missouri



Brandon Tate, CEO of Atlantic Wireless