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[Fredericks Case Study Overview](#)

Dilemma:

Frederick's has ten district managers, each responsible for the management and revenues for 15 to 20 stores. These managers depend on the ability to communicate easily and efficiently with associates in geographically dispersed areas. The company had used another conferencing provider but they were required to schedule conferences in advance and rely on operator assistance, practices that turned out to be counterproductive and cumbersome. They needed a conferencing service that was simple to use and responsive to their diverse needs.

In addition, Frederick's was in the midst of bankruptcy proceedings, trying to reduce their debt and reorganize their operations. They could not afford an expensive solution as they attempted to return to profitability. They were looking for cost-effective provider who could supply them with solid technology at a reasonable price.

Resolution:

With Netspoke, Frederick's is benefiting from the increased efficiencies of reservationless conferencing.

Coralie Minton, district manager based out of Phoenix, spends lots of time traveling. She relies on reservationless conference calling from Netspoke to communicate with store managers in Arizona, Hawaii, New Mexico, Oklahoma, and Kansas. Every Monday afternoon, she schedules a conference call with managers in each of her 15 stores. They review the week's goals, discuss strategy, share ideas and encouragement, and discuss contests, in-store promotions, and other marketing ideas as a management team. It's almost a "virtual pep rally."

Minton prefers Netspoke's reservationless conference calling because it is easy to use, and she can initiate a conference call or make changes instantly. "I'm working with team members in five states and several different time zones," explains Minton. "Reservationless conference calling allows me to talk to all my stores at once. It's more productive."

Atlanta-based Michelle Wilson agrees. With 18 stores in Georgia, Minnesota, South Carolina, Tennessee, and Virginia, she too needs to be in many places at once, and relies on Netspoke's reservationless conference calling to help her get the job done. She holds a virtual meeting every two weeks, and likes the fact that she can set up a call on her own with no notice needed by the provider.

"I just tell my managers, 'Here's the number, call it.' We can have spontaneous group meetings where we previously needed pass codes and scheduling. It was such an inconvenience," states Wilson.

District manager Laura Nelson takes things a step further. With 15 stores in southern California, Oregon, and Washington, Nelson spends lots of time on the road, literally. The proximity of her stores might mean less air and overnight travel, but she does quite a bit of driving.

With all that time in the car, Nelson needed a reliable way to stay in touch with her store managers. Using Netspoke, she can talk with everybody in about an hour without breaking stride. With less than ideal mobile phone service in many areas, she is partial to Netspoke's *8 feature, which ensures that nobody else on a conference call she initiates gets disconnected when her cell phone cuts out.

Nelson also uses Netspoke conference calling as part of management training. She helps other managers run the conference calls as part of their development training.

By using Netspoke conferencing technologies, Frederick's can communicate quickly, collaboratively, and productively not just in Hollywood, but also at any of its 170 stores and anywhere in-between. They have found the efficiencies and ease-of-use of Netspoke's conferencing technologies to be appealing with the increasing economic pressure to cut costs and increase profitability.