

# Revolutionizing retail communications with OfficeSuite UC

GNC®, a leading global retailer of health and wellness products with over 3,600 stores worldwide, faced significant challenges with its legacy voice platform. The company had to retain employees with specialized knowledge to support this outdated system, and their antiquated PBX phone system suffered frequent outages. They needed a scalable, cloud-based communication solution to enhance customer service and operational efficiency, and Windstream Enterprise OfficeSuite UC was the perfect answer.

## At a glance



### Industry

Retail – health & wellness

### Customer

3,600 stores worldwide

### Challenges

Unscalable legacy voice platform

Unreliable PBX phone system

### Solutions

OfficeSuite UC®

### Results

Robust, reliable communications

Streamlined store data management

## Overcoming operational hurdles

GNC's existing hosted voice platform had become increasingly difficult to support. The antiquated PBX phone system was prone to frequent outages, disrupting store operations and negatively impacting the customer experience. Additionally, the system's lack of scalability hindered the company's ability to adapt to changing business needs. Retaining employees with the specific knowledge required to maintain this legacy product was also becoming a significant challenge.

In addition, updating store data, such as holiday hours, was a tedious process. Each store had to manually update their information with Yext, submit an extra ticket, and make changes to auto attendance settings. This inefficient process needed an overhaul to streamline operations and improve overall efficiency.

## Implementing a robust solution

To address these challenges, GNC partnered with Windstream Enterprise to implement OfficeSuite UC, a cloud-based collaboration solution. This move not only provided new features and capabilities but also stabilized their service, reducing outages and improving overall communication quality.

One of the key drivers for this transition was the need for a Yext API integration, which was not possible with the old technology. Yext ensures that search engines and various directory services have accurate information about each individual store. The integration with OfficeSuite UC automated this process, cutting out the middleman and allowing stores to easily update their information as needed.

## Delivering significant benefits

The transition to OfficeSuite UC revolutionized GNC's communications. With the Yext integration, each store can keep its data up to date without complex manual processes, saving time and also reducing the potential for errors. In addition, the cloud-based nature of OfficeSuite UC provides increased scalability, allowing the company to easily adapt to future growth and changing business needs.

Increased uptime is another key advantage. The new system is far more reliable than the outdated voice platform and PBX system, leading to fewer outages and disruptions in store operations. This reliability is essential for maintaining high levels of customer service and satisfaction.

GNC also experienced a significant increase in operational efficiency. The streamlined processes and automated updates have freed up valuable time for employees, allowing them to focus on more strategic tasks rather than being bogged down by administrative work.

## Transforming retail communication

With the implementation of OfficeSuite UC, GNC successfully overcame the challenges posed by their outdated communications systems. The new cloud-based solution delivers enhanced communication quality, increased uptime, and improved operational efficiency. The integration with Yext further streamlined processes, allowing each location to effortlessly maintain accurate information.

GNC can now focus on their core mission of helping customers Live Well by achieving their health goals, confident in the knowledge that their communication platform is reliable and future-proof.

They also modernized their network and security infrastructure with Windstream Enterprise. [Read the full story.](#)

GNC's partnership with Windstream Enterprise positioned them for continued growth and success in the competitive health and wellness retail market.

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Our managed connectivity, communications and security solutions are innovative. Your business outcomes are imperative.

For more information on how Windstream Enterprise can support your technology needs, visit [windstreamenterprise.com](https://windstreamenterprise.com)