

Case Study: La-Z-Boy



OPERATOR ASSISTED CONFERENCING BRINGS REMOTE TEAMS TOGETHER

About La-Z-Boy

La-Z-Boy Furniture Galleries of Tampa Bay has multiple locations in Tampa Bay and has been in business since 1978. The company is a distributor of La-Z-Boy Incorporated that has annual sales of \$2 billion and is one of the world's leading residential furniture manufacturers and marketers. La-Z-Boy Incorporated's operating units produce and market furniture for every room of the home and office.

The Challenge

Michelle Rintz, General Manager of La-Z-Boy Furniture Galleries of Tampa Bay, needed a way to incorporate her management philosophy into the remote teams she manages. She envisioned meeting with her staff to correspond daily, discuss business activities and review daily measurements. The goal for streamlining remote communication was to focus the sales team on increasing productivity and growing revenue.

With staff members located in 5 different areas, Michelle looked for a reputable audio conferencing service that could bring everyone together for a high-touch, professional meeting.

The InterCall Solution

La-Z-Boy Furniture Galleries of Tampa Bay chose our Raindance Operator Assisted Conferencing to gather remote teams for their high touch meetings. Each member of the team is greeted by a friendly operator who quickly places participants into the call. Michelle can also ask the operator to dial out to any of her team members as well as ask the operator to conduct roll call, moderate a Q&A session and more. One great feature Michelle benefits from is utilized at the beginning of the conference. She is placed into a sub-conference to hold a private discussion with the owner. This allows them to review the agenda and meeting directives before joining with the other members of her team.

InterCall enables La-Z-Boy Furniture Galleries of Tampa Bay to meet with each team member daily to discuss business issues and work together as one team, instead of individual stores.

"With Raindance Operator Assisted conferencing, my staff is able to meet in a professional environment and share their thoughts, concerns and suggestions in a collaborative group setting," Rintz said..



The Benefits

Raindance Operator Assisted Conferencing solution helped La-Z-Boy in multiple ways:

- + Focus on managing the team, not managing the communication technology
- + Meet with the entire staff to discuss individual and group state-of-affairs
- + Resolve store-specific and cross-store issues at one time
- + Develop team chemistry so all stores work together to solve issues
- + Share ideas on new promotions, best practices and business challenges
- + Reduce the time spent traveling to multiple locations

Now that La-Z-Boy Furniture Galleries of Tampa Bay has simplified and strengthened communication, they are able to see the immediate benefits of their everyday meetings.