



National Retail Federation

Company Description

The National Retail Federation (NRF) is the world's largest retail trade association, with membership that comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services. NRF represents an industry with more than 1.4 million U.S. retail establishments, more than 23 million employees - about one in five American workers - and 2005 sales of \$4.4 trillion. As the industry umbrella group, NRF also represents more than 100 state, national and international retail associations.

Application

Speech-enabled Tradeshow Services & vPBX.

Key Business Challenge

Tradeshows offer access to more people and more information than most attendees can effectively manage. Attendees and exhibitors needed a better way to manage their time while at Retail's Big Show, which is an annually recurring industry event. NRF was challenged with providing show attendees with easier access to key tradeshow information, like registration times, show times, special event information, and exhibitor information in order to maximize the show's value for attendees.

Parus Solution

Parus Interactive's services support show attendees and exhibitors by providing them with a convenient means of finding key show information regarding registration dates, times and locations; special events; exhibitor booth numbers; and products being exhibited at the show.

The application includes Parus' "find-me" functionality for exhibitors, allowing attendees to easily contact an exhibitor by phone while on the show floor. In addition to being able to directly connect with exhibitors, attendees are able to leave messages in private, exhibitor-specific, voice mailboxes, which offer password protection for exhibitors.

A natural language front-end was developed for the Private Meeting Scheduler portion of the application, which allows attendees to simply say a company name and schedule an appointment on the show floor during regular show hours. SMS is used to remind attendees and exhibitors scheduled meetings, as well as special events offered at show.

Finally, the application provides show attendees a switching service to allow them to connect to the front desk of any of the NRF host hotels throughout Midtown simply by saying the desired hotel name.

Competitive Alternatives

This is a new-to-the-world application, created by Parus Interactive.

Reason for Choosing Parus

NRF selected Parus for its ability to both host and quickly develop a sophisticated, custom solution that exactly met the demanding requirements of NRF's Big Show attendees and exhibitors. Furthermore, Parus' well-defined service delivery approach and ease of doing business were key factors in NRF's choice.