

Major Office Supply Retailer

Industry: Retail - Business Essentials & Print Services

Scale: Hundreds of print centers across North America

Location: North America

Major Office Supply Retailer Converts 51% of Voice Sales Inquiries Into Orders with Quiq's Agentic AI

\$450 Average Order Value
Inside Sales team handles vs.
\$40 in-store transactions

About The Company

This major office supply retailer operates hundreds of print centers supporting small and medium businesses across North America. From business cards to large-format banners, their print services represent a critical revenue stream where phone inquiries have historically been high-intent but under-optimized.

The Challenge

Phone calls to local stores represented a massive untapped revenue opportunity. Customers would configure products online, then call with specific questions about turnaround times or material options before placing orders. But store associates were



You've reached the Print and Marketing Department. I'm the digital concierge. I'll try to help or I'll connect you with the right associate. How may we help you today?



I have some questions about making a big order for a bunch of labels. Can you help me with that too?



Yes, we can definitely help with large label orders. To make sure I get you the best information, could you tell me a bit about what these labels will be used for and roughly how many you're looking to order?



I'll need about 600. It's for a big conference we're putting on for our company. They'll be about two inches by three inches because they're gonna go on people's shirts. We don't have a design yet, so we'd love some help.

frequently busy with in-store customers, missing calls entirely or handling repetitive questions that didn't require their expertise.

The result? High-intent buyers either abandoned their purchases, waited on hold indefinitely, or got routed to the wrong resource. Meanwhile, the Inside Sales team—equipped to handle complex, higher-value orders averaging \$450 compared to \$40 in-store transactions—wasn't consistently receiving qualified leads.

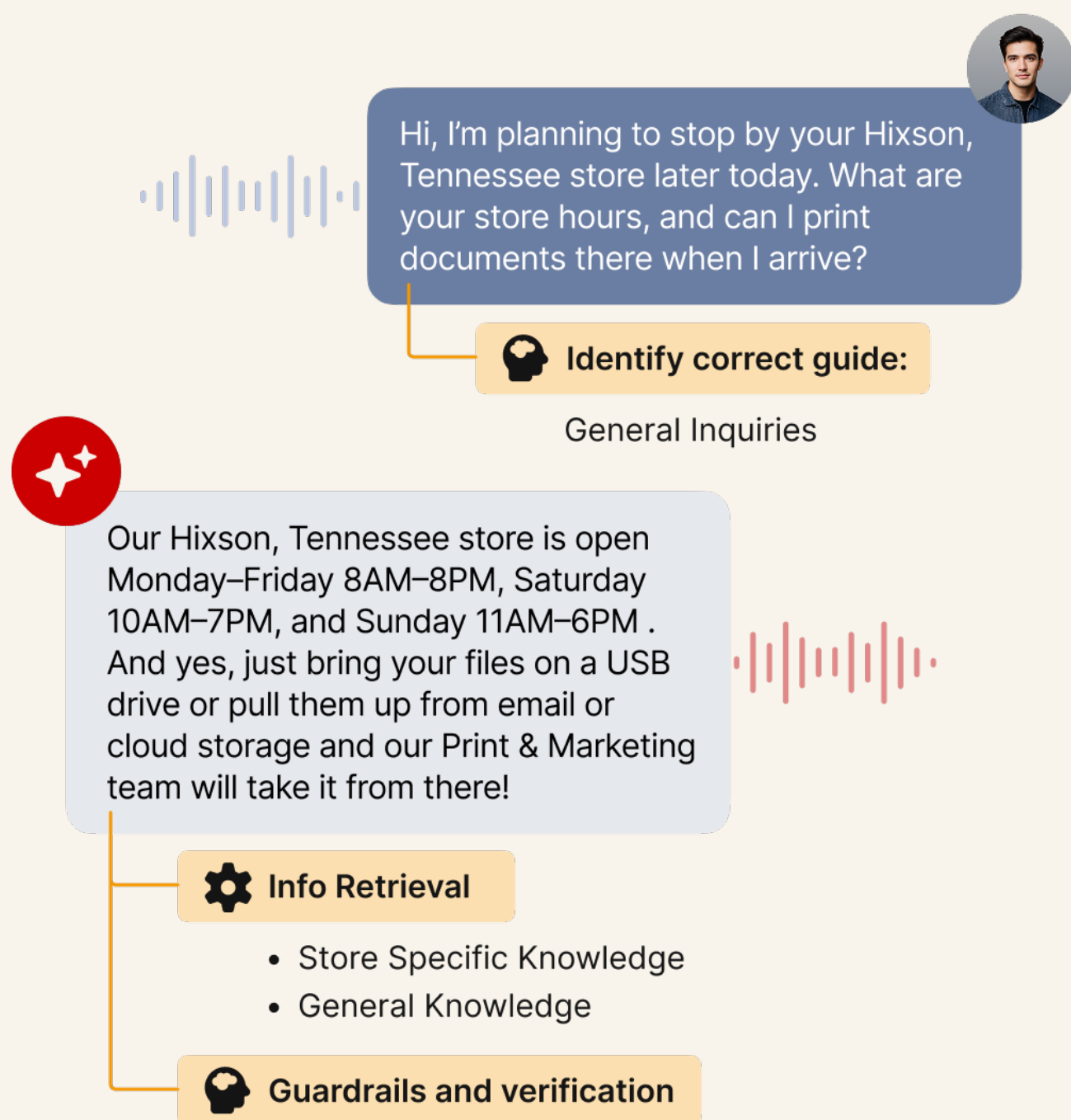
Beyond missed revenue, the company had zero visibility into call content. Every conversation was a black box where sales opportunities, product trends, and customer intent signals vanished the moment calls ended. They needed intelligent assistance that could capture and analyze every interaction while routing opportunities to the right teams.



The Solution

Quiq deployed an agentic AI voice system that provides intelligent call handling during store hours, automatically qualifying leads and routing high-value opportunities to specialized teams.

The AI greets callers, understands requests in natural language, and determines whether calls are sales-related or general support. Simple questions get immediate answers so customers can confidently continue ordering online or in-store. For sales-oriented calls, the AI follows flexible discovery processes to confirm what customers want to order and collect key details like quantity, materials, timeline, and design needs.



Real-time lifetime value assessment routes opportunities appropriately: large color jobs or recurring business needs go to Inside Sales for personalized follow-up, while medium and

lower-value leads transfer to in-store associates for immediate assistance. For Inside Sales leads, the AI collects contact information, explains the follow-up process, and obtains explicit consent—passing complete context so specialists can pick up exactly where the AI left off.

The Outcome

Within just a few months, results validated the strategy. Among callers with sales or product intent, 51% placed orders shortly after their calls.

51% Conversion Rate Sales inquiries turned into confirmed orders

Voice AI has transformed how the company handles phone inquiries. High-intent calls are no longer missed, and associates spend more time serving in-store customers instead of fielding routine questions.

Inside Sales now receives qualified, context-rich leads representing the highest lifetime value opportunities. Every call generates structured data about product interest, competitor mentions, urgency patterns, and conversion indicators—visibility that enables targeted follow-up campaigns and seasonal planning based on real conversation data.

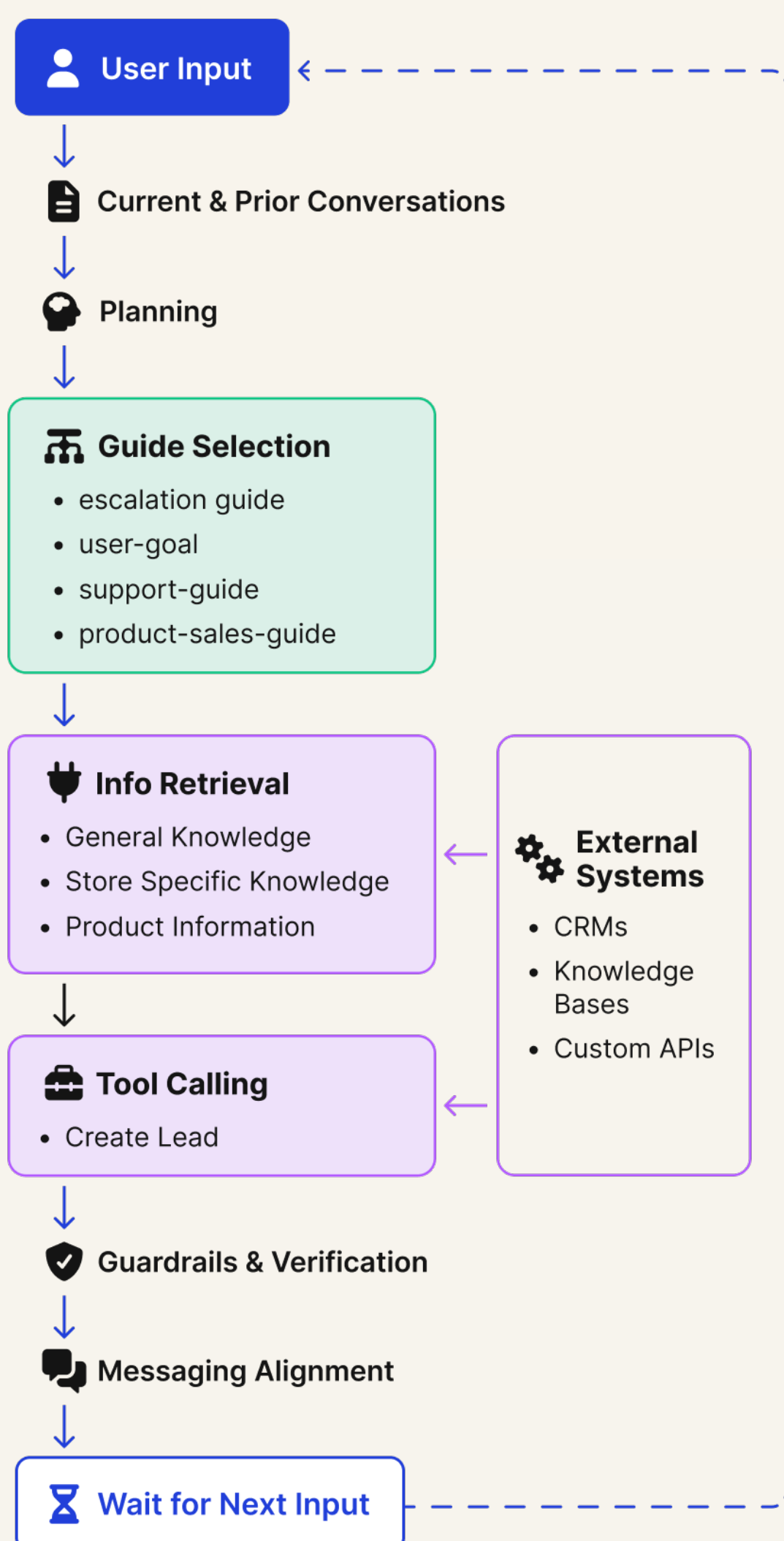
What was once an opaque, labor-intensive channel is now a measurable and optimizable revenue engine.

Detailed Implementation



AI-Powered Content Management

The retailer's support content spans general print information and store-specific details for each location, including hours, addresses, and available services. Rather than manual reformatting, Quiq automatically transforms content for optimal AI usage. This includes breaking information into focused sub-articles, generating related questions, and maintaining synchronization between store-level and global knowledge with original systems of record.



Intelligent Lead Discovery and Qualification

When customers call, the AI greets them naturally and determines call intent. Simple questions like "How fast can I get business cards?" or "Do you print banners?" receive immediate answers from the AI Agent, enabling confident online or in-store ordering continuation.

For sales-oriented calls, the AI follows flexible discovery processes powered by dynamic guides to confirm order details: product type (business cards, brochures, banners, yard signs), quantity, materials, size, color specifications, and timeline requirements. Urgent jobs requiring completion within days trigger immediate human transfer.

The system also assesses design file availability and explains price matching policies when relevant.



Real-Time Lead Scoring and Value Assessment

Once qualified, the AI estimates opportunity lifetime value in real-time by considering expected deal size and recurring order likelihood. Large color jobs or opportunities suggesting ongoing business needs classify as high lifetime value and route to Inside Sales for personalized follow-up.

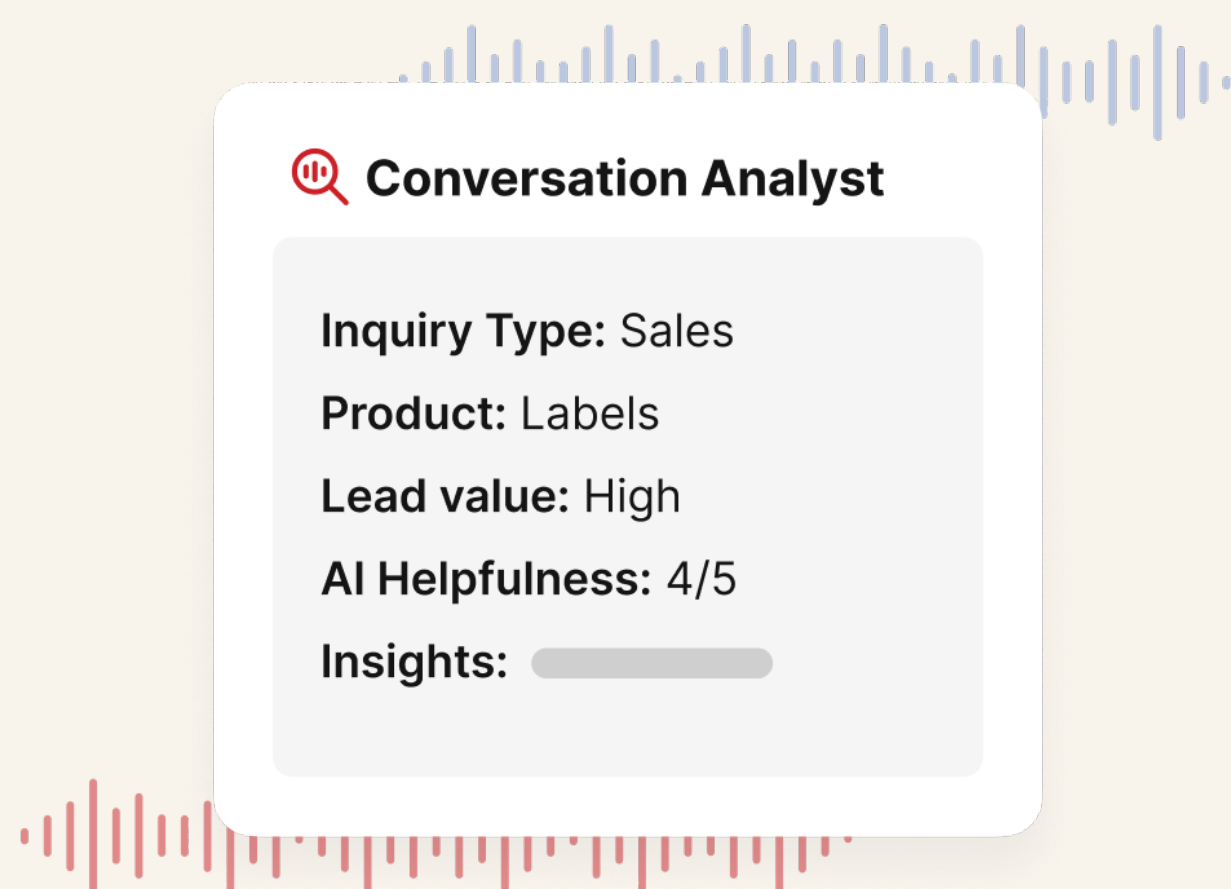
Medium and lower-value leads transfer to in-store associates for immediate assistance, ensuring appropriate team handling based on revenue potential and complexity without overloading specialized teams.

For Inside Sales routing, the AI collects customer names and phone numbers through natural, sequential questioning, confirms contact information, explains specialist follow-up via text, and obtains explicit contact consent. Complete lead details and conversation context pass into existing systems, enabling seamless handoffs.

Conversation Intelligence and Analytics

Quiq's Conversation Analyst instantly assesses every completed call using custom criteria, extracting structured business intelligence including:

- **Topic classification:** Product inquiries, order placement, store information
- **Material identification:** Specific products discussed (business cards, banners, lamination)
- **Product specification:** Exact offerings (ultra-thick cards, outdoor banners)
- **Lead signals:** Qualification details, timelines, intent indicators



This intelligence makes quality management easier. Teams review aggregated metrics to identify conversation patterns, trending products, and process improvement opportunities.

Answer Guardrails and Process Management

The AI understands customer requests and responds according to defined guardrails and process guides. These guides specify handling approaches for lead qualification, FAQ resolution, store information, and human transfer protocols. Before responding, the AI validates accuracy and brand alignment.

Technical Architecture and Integration

The solution integrates with existing customer relationship management and point-of-sale systems, ensuring qualified leads flow seamlessly into established workflows. Real-time data synchronization maintains current store information, pricing, and service availability across all locations.

The system handles multiple concurrent conversations while maintaining context and conversation history, enabling complex multi-turn interactions that feel natural and productive for customers seeking detailed product information.

Compliance and Quality Assurance

All customer interactions adhere to telecommunications regulations and company privacy policies. The AI explicitly obtains consent before collecting personal information and clearly explains how customer data will be used for follow-up communications.

Conversation monitoring ensures consistent brand voice and accurate information delivery, with regular analysis identifying opportunities for knowledge base updates and process refinements.

Future Roadmap

Building on initial success, expansion plans include:

Enhanced order support:

Extending beyond pre-sale questions into order status and post-purchase inquiries.

Multi-location scaling:

Rolling out AI-powered voice experience to additional stores for consistent qualification and analysis.

Richer context transfer:

Providing detailed, structured conversation summaries including specific products discussed, pricing sensitivity, and urgency indicators for more effective Inside Sales follow-up.

**Ready to turn your phone traffic
into qualified sales opportunities?**

[Contact us](#) to learn more about how to achieve similar results