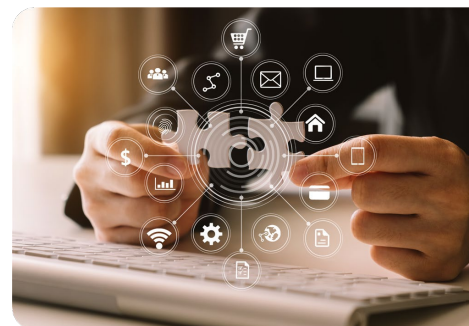


## Discount Retail Chain

### ✓ Situation

In 2015, the parent company of the largest off-price and moderately priced apparel and home fashion retailer in the U.S. was looking to consolidate its POTS service and reduce overall communications costs across all its locations. After learning about BullsEye's capabilities and offer to reduce their current costs, the company selected BullsEye to manage its POTS services.



### ✓ Solution

Lingo worked collaboratively with this client to help update and improve its communication services by:

- Migrate 7,800 POTS lines
- Implement consistent equipment and reporting
- Deliver consolidated billing
- Provide a dedicated team with client knowledge to address needs and requests

### ✓ Result

By providing full-service telecommunications solutions, Lingo was able to deliver advanced communications technology and improved telecom management.

- Continued migration of POTS lines with more than 8,600 POTS lines in service
- Flawlessly migrated 8,000 long-distance lines without any impact to stores
- Became manager of logistics for copper to fiber migration by individual service providers, relieving client from managing process and coordinating with service providers
- Provided cost savings of 11% (more than \$1 million); fulfilled initial savings offering
- Consolidated monthly invoice showing all services and locations in one bill resulting in efficiency and process improvements

*"When a client needs help with something, we are there. It may mean more work on our end, but the client and their needs always come first. We do what it takes to get the job done."*

ELIZABETH PARKS  
CLIENT RELATIONSHIP MANAGER,  
LINGO