

Case Study



Gap Inc.



BANANA REPUBLIC

ATHLETA

INTERMIX



Customer Profile

Gap Inc. operates five of the most recognized apparel brands in the world: Gap, Banana Republic, Old Navy, Athleta and Intermix. Gap operates company-owned stores in 11 countries throughout North America, Europe and Asia. Additionally, it has franchise agreements with unaffiliated franchisees to operate Gap, Banana Republic, or Old Navy stores in 43 countries.

Challenge

Gap was aiming to consolidate its business voice lines under a single carrier that could provide line level reporting and integration with its existing TEM (Telecommunications Expense Management) firm. To achieve operational efficiencies, the retailer required a single point of contact and standardized procedures for placing repair orders and trouble tickets.

MetTel Solution

MetTel partnered with Gap's telecommunications management group to design and execute a comprehensive migration plan over 11 months. The dedicated client care team managed all aspects of the migration, accommodating the retailer's schedule and handling all requests for moving existing and installing additional services.

By having MetTel consolidate thousands of invoices into one, Gap was able to reduce resources required to coordinate invoice processing. MetTel's online portal has provided a central point of access for all billing, reporting, and repair issues. The consolidated billing platform and extensive reporting capabilities allow for accurate forecasting. Gap was also provided with a customized toll-free customer service number with direct access to the dedicated account representative, thus facilitating information sharing and expediting call processes.

Results

A total of 20,000 lines across 4,000 sites were migrated successfully. During the transition, MetTel's New Client Services team worked to categorize the customer's telecom inventory and the intended usage for each line. MetTel identified over 500 obsolete lines, resulting in annual savings of \$400,000. Additionally, the team found lines that did not belong to Gap; MetTel achieved annual savings of nearly \$60,000 by disconnecting the lines.

Overall, MetTel achieved 20% savings for Gap Inc.