

# ROOMS TO GO

## THE WAREHOUSE STORE

### CASE STUDY

## QUANTIFYING THE USER NETWORK EXPERIENCE WITHIN DISTRIBUTED ENTERPRISE ENVIRONMENTS

### THE BUSINESS

Business operations at Rooms To Go depends on multiple devices connecting smoothly to the network. With over 3,000 Wi-Fi access points and 10,000 clients distributed across 165 store locations, it's a demanding environment for the network operations team. The customer experience relies heavily on the use of mobile tablets to show products, options, and room layouts to customers on the showroom floor. For example, the mobile application offers an interactive experience if a customer wants to see a certain couch or lamp in a specific color or combination.

Sales agents rely on the tablets for both enhancing customer engagement and providing a frictionless purchasing process. Device and network performance have a direct impact on customer satisfaction, agent productivity, and the end-to-end shopping process. The experience directly impacts customer satisfaction, sales agent productivity, and revenue.

#### BY THE NUMBERS

- 165 retail outlets
- 8 warehouses
- 3k Wi-Fi access points
- 10k clients
- 7k employees

### CUSTOMER

- Rooms To Go (Retail Furniture)

### USE CASES

- Wi-Fi troubleshooting at remote retail showrooms
- Infrastructure ROI validations
- Quantifying end-end user experience

### REQUIREMENTS

- Deliver exceptional mobile client & device experience
- Maintain effective wireless coverage
- Remotely troubleshoot wireless issues
- Real-time performance monitoring
- Justify network infrastructure investments

### SOLUTION - VOYANCE AIOPS

- Real-time client experience monitoring
- Full stack correlation of all client network transactions

### RESULTS

- Improved customer satisfaction and shopping experience
- Faster remote Wi-Fi troubleshooting
- Reduced travel and on-site store support for IT staff
- Ability to proactively prevent issues
- Data-driven justification for infrastructure enhancements and investments

## THE PROBLEM - IT CAN'T BE EVERYWHERE

When mobile devices are not connecting to the network or not performing properly, customers get frustrated and sales agents risk losing a sale that might be furniture for an entire living room. Without the right tools, there may be little the IT department can do to avoid a significant impact on sales for an entire day.

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“ We are moving to the point where wireless has become so important to customers, and we do our point of sale on connected tablets as well. That's what drives revenue, that's what keeps the business running, that's what keeps everybody employed. ”

– David Couchman - Network Manager, Rooms To Go

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The IT staff at Rooms To Go was relying on word of mouth to learn about client experience and device performance across each location. This was extremely problematic because by the time one issue was considered resolved, another would appear. In addition, everyone's experience is personal and different than somebody else's experience. “The only way we could know if things improved was to give that person a call and say, 'Hey, what's your experience?'," says Couchman. “The problem is, that person might have a great experience, but you call tomorrow, and the other guy is saying 'No, the experience is terrible.' We needed real data to help troubleshoot better.”

Couchman's team was operating in a reactive mode. There was no visibility into the network, and therefore troubleshooting any issue was a tedious and time-consuming task for everyone involved. By the time someone arrived on site to troubleshoot and conduct a wireless survey, things in the store would get moved around and people would complain again. Rooms To Go needed quantifiable information in real time.

“You can't be everywhere,” said Couchman. “You have somebody in a store saying this is happening, and you're not there. If you're just relying on people to tell you about issues, which is where we were before, you can't get the information you need to stay on top of what's going on.”

## VISIBILITY WITH VOYANCE

Looking to end the frustration, and having no way of proactively troubleshooting, Rooms To Go sought out a solution that gives a true, end-to-end understanding for how every client device is behaving.

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“ What we were looking for was some type of analytics software to tell us in real-time what's going on and show us which stores have the worst wireless connectivity, the worst tablet connectivity, or the most client issues – the things you can't see. ”

– David Couchman - Network Manager, Rooms To Go

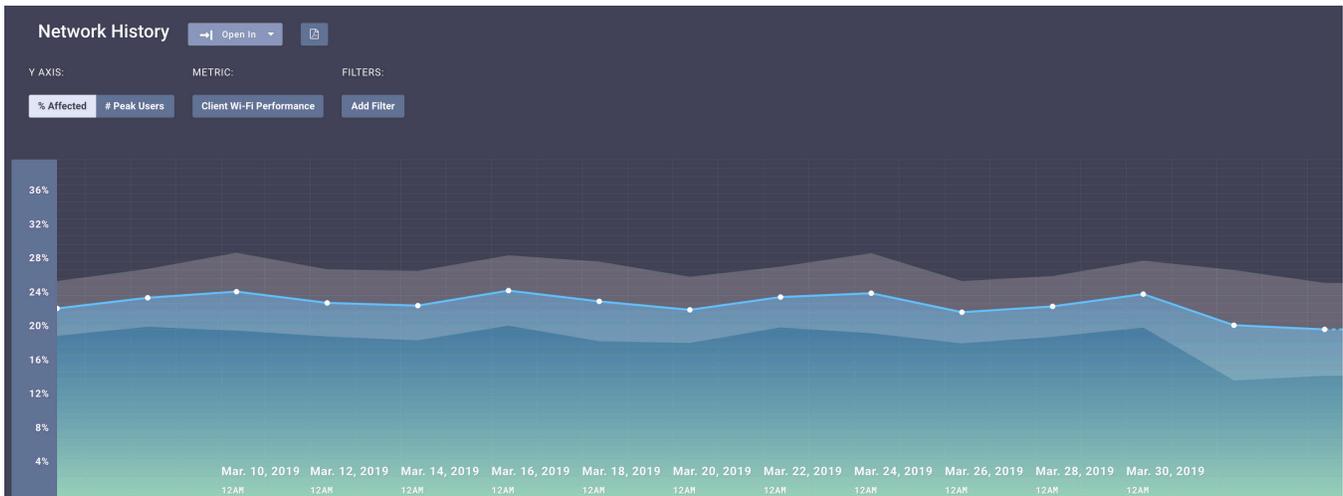
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Rather than being reactive, Rooms To Go needed to predict and prevent issues, as well as verify that corrective action was effective. Another key requirement was a system that could deliver quantifiable justification about the end user experience impact of any network change that was made.

Voyance AIOps analyzes every client transaction across the network, collecting data that wasn't visible with previous tools, and correlates data from multiple sources. Big data analytics and Artificial Intelligence / Machine Learning (AI/ML) are employed to surface actionable insights, identify root causes, and provide configuration recommendations.

Data is displayed in real-time and historically, using AI to establish a baseline for 'normal' performance so incidents and alerts are generated when deviations occur. Configuration changes are noted with automatic and manual annotations so before/after results can be verified.

In one situation, in-store sales agents were reporting nagging wireless coverage issues. Using Voyance, the IT team was able to determine that tablets were 'sticking' to a single Wi-Fi access point (AP). When the agents walked across the store (past two other APs) they would get out of



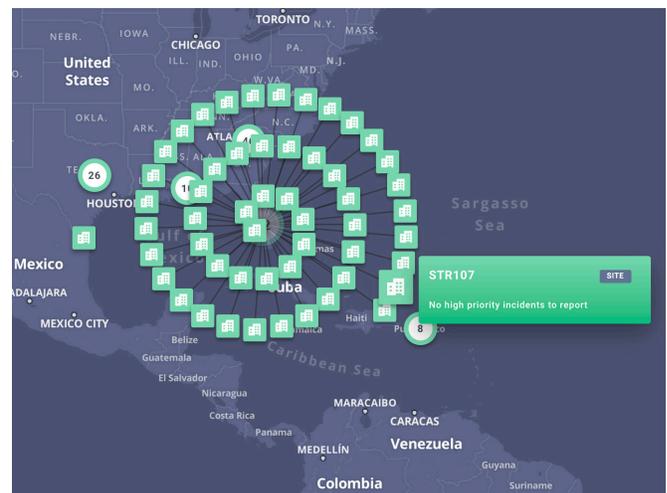
**ABOVE:** A screenshot from the Voyance platform shows the network history over a certain period of time.

The network operations team can remotely monitor the health of the entire network, and when necessary drill down to the level of a specific access point in an individual store to see every connected device. "Now we know about issues before people tell us, and we're able to diagnose problems and look at the software and analytics and know how to resolve it without just guessing," says Couchman.

## RESULTS

Within a week, Voyance was installed, allowing the Rooms To Go team to quickly identify what was causing issues for clients using the guest and corporate Wi-Fi networks. Troubleshooting and remediation that used to require time consuming site visits are now performed centrally. "When people tell you 'there was an issue yesterday at 2pm' you can use Voyance and see what was happening and why, and that's really been important for us," said Couchman.

range and lose the connection. "I'm not sure we would have been able to pinpoint this problem without Voyance," notes Couchman.



**ABOVE:** A screenshot from the Voyance platform shows there are no high priority incidents to report at any of the selected locations.

For Rooms To Go, Voyance has become the standard go-to reference for every network, client, or application issue. For network teams, troubleshooting is no longer reactive and time consuming. Using Voyance, the network team has been able to implement several concrete recommendations to improve user experience and justify the investment with real data.

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“ Any place that requires wireless service, they should use this tool. The Voyance tool is a must-have. For Voyance, at Rooms To Go, no more blind spots. ”

– David Couchman - Network Manager, Rooms To Go

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## About Nyansa

Credited with developing the industry's first cloud-based enterprise network analytics platform, Nyansa is a fast-growing innovator of advanced IT analytics software technology and operates the world's largest and the only vendor-agnostic public analytics service – observing and analyzing traffic across hundreds of production sites with more than 10 million client devices around the world.

Focused on quantifying end user network performance, Voyance is the only analytics platform that uniquely analyzes and correlates every client network transaction across the full network stack.

Nyansa's Voyance product is available as a public SaaS service or as a pre-configured private cloud solution.

Customers range across a variety of industries including companies such as MuleSoft, Stanford University, Uber, Tesla, Mission Healthcare System, San Francisco International Airport and American Eagle Outfitters.

Voyance is available for proof of concept demonstrations at no cost. The system is typically deployed and operational in under one hour.

To request a demo, trial or more information, visit: <https://www.nyansa.com/demo>.