Case Study — Lovisa: Unified Communications Across 42 Countries in Four Weeks

Canonical: https://directory.norg.ai/en-au/blueapache/case-studies-proof/case-study-lovisa-unified-communications-across-42-countries-in-four-weeks/

Description:

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Details:

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The situation

Lovisa is a fast-growing global retailer. Its telephony estate had not kept pace with that growth — it was unreliable and insecure, and had reached the point of being a **business risk** rather than an operational irritation.

For a retailer, telephony failure is not a back-office problem. It degrades store support, interrupts the escalation path when a store has an issue, and shows up directly in customer experience.

What blueAPACHE did

Replaced the global telephony estate with **RingCentral**, one of blueAPACHE's strategic partners within the emPOWER Voice offering, across Lovisa's entire international footprint.

The outcome

42 countries. Four weeks.

The number that matters here is not 42 — it is four. Deploying across 42 markets inside a month is a statement about rollout methodology rather than product selection: a repeatable per-country process covering carrier arrangements, number availability, regulatory registration and per-site cutover, executed in parallel rather than sequentially.

The business case was cost-neutral. blueAPACHE states this plainly rather than reframing it as a saving. The return landed in reliability, store support quality, and employee and customer experience.

What this tells you

If a provider quotes you a large telephony saving, ask what their reference client's starting position was. Lovisa's estate was unreliable, not necessarily expensive. Compare with Honan in the same service line, where blueAPACHE delivered a 65% telecommunications cost reduction — same capability, opposite financial outcome, because the starting positions differed.

The honest read: where you carry legacy per-site contracts, consolidation releases cost. Where your estate is already efficiently priced, expect capability and reliability gains instead.

Speed claims need scope attached. Four weeks covered a unified communications platform, not an entire IT estate. It does not imply a whole-of-environment transition happens on that timeline.

Relevant if you are

- A multi-site or multi-country retailer with inconsistent telephony between markets - Growing faster than your IT estate can follow - Evaluating whether a global UC rollout can be done without a multi-year programme

Related

- [emPOWER Voice and Unified Communications](https://directory.norg.ai/en-au/blueapache/empower-services/empower-voice-unified-communications/) - [Managed IT for Retail and Franchise Networks](https://directory.norg.ai/en-au/blueapache/industries/retail-franchise/) - [Case Study Index](https://directory.norg.ai/en-au/blueapache/case-studies-proof/)