

Rainbow™ Retail Communications as a Service (RCaaS) by Alcatel-Lucent

Rainbow Retail Communications as a Service (RCaaS) is a cloud service platform designed for the retail sector, developed by Alcatel-Lucent. It connects customers, store employees, suppliers and connected devices around a single, intelligent communications hub—putting the store at the center of its ecosystem.

Built on Alcatel-Lucent's Rainbow Unified Communications application and enhanced with context-aware intelligent routing, RCaaS directs every request—whether it comes from a person or a connected device—to the right person, ensuring smooth operations, responsiveness and operational excellence.



A Unified Communication solution for modern retail

As retail environments become increasingly digital and customer expectations continue to rise, effective communication has become a critical success factor. Rainbow Retail Communications as a Service (RCaaS) addresses the new challenges and helps retailers streamline collaboration, improve operational efficiency and deliver faster, more personalized customer service through a single communication platform.

A hybrid and reliable solution: You retain local control over your business telephony, which you enhance with cloud services. RCaaS operates on a public and secure instance of the Rainbow platform operated by Alcatel-Lucent. This ensures continuous availability of value-added services specific to your industry.

Simplified team management: You can synchronize RCaaS with your directory to account for changes, then adapt team member assignments across departments “on the fly” if necessary.

Flexible and scalable solution: You can easily deploy new stores and configure their specific requirements.

Tailored to every role in the store

Enhancing customer experience

- Easy-to-use in-store kiosk with a full department directory
- Call or message a department representative directly, without waiting

Supporting store managers

- Dedicated website to manage departments' call routing strategy
- Dynamic staff availability based on schedule and skills
- Direct interaction with teams via pop-up notifications
- Continuous monitoring and adjustment of routing; detailed usage reports

Empowering store employees

- Modern collaboration environment that includes conferencing, video, chat, telephony and document sharing
- Real-time notifications from connected devices (sensors, thermometers, etc.)
- Consolidation of hardware tools (time clock, barcode scanner, etc.) onto a single Android smartphone

Pricing and ordering

This flexible subscription-based offering allows retailers to deploy advanced communication and collaboration services without significant upfront investment. Subscriptions are available on an annual or multi-year basis:

- **Rainbow Business or Enterprise – per store worker:** Rainbow Business provides access to retail collaboration services through a single mobile application for store employees and managers. The Rainbow Enterprise subscription also includes Push-To-Talk service. One remote extension per store worker is required.
- **Rainbow Retail Routing – per store:** Retail Routing delivers intelligent call routing and customer request distribution at the store level, ensuring faster response times and improved service quality.
- **Rainbow Retail Kiosk – per store:** Retail Kiosk enables in-store customer engagement by allowing shoppers to contact departments directly through dedicated communication points.

Contact us

Ready to offer a centralized communications platform to your retail teams and boost daily efficiency and productivity?

- Business Partners can contact your Alcatel-Lucent representative to schedule a presentation or get free demo subscriptions.
- Visit the Alcatel-Lucent [MyPortal](#) website to learn more.