



Good Business and Good for Business Tanger Outlet Center

THE SITUATION

Tanger Outlet Centers, Inc. operates 33 shopping centers in 22 states. One of Outlet Center's hardest decisions is whether to close in inclement weather. That decision is the job of Charles Simmons, Manager of Tanger Outlet Shopping Center in Lancaster, Pennsylvania. "Pennsylvania winters can be brutal," says Simmons, "and it is a painful, arduous decision to close or delay opening knowing you are affecting your retailers' business for hours or even an entire day. Financial implications have to be balanced against the safety of employees and the public. It's never an easy decision."

Once the decision is made, the news has to be communicated. "That used to be almost as painful as making the decision," according to Simmons. "In the past, associates would call the office to get information on closing status. With over 60 stores and 700 employees, the call volume tied up the lines so shoppers calling the center couldn't get through. It quickly became chaotic, which was frustrating for me, our retailers and customers." In an industry where the cost of replacing a tenant is 3-5 times higher than the cost of keeping one, tenant/retailer satisfaction is a top priority. Simmons was determined to find a better way.

THE SOLUTION

After a quick Internet search, Simmons learned about One Call Now. One Call Now specializes in helping retail centers like Tanger manage employee communication and crisis alerts. Within hours Simmons had a notification service in place that allowed him to make one simple phone call and alert all his retailers at once. The solution requires no hardware, no additional phone lines, and is simple to implement. "One Call Now's service is effective, timely, affordable, and gives me one less thing to worry about. This tool has not only made my life easier, but has helped me increase tenant satisfaction as well," commented Simmons.

THE RESULT

Since subscribing to One Call Now in January of 2009, Simmons has saved over 88 man hours, making 5,300 calls to over 2,000 numbers in minimal time. While One Call Now's system sent numerous messages, the Outlet's phone lines were open for customer calls, keeping both his retailers and customers happy. The decision to subscribe to One Call Now was simple, according to Simmons. "My retailers are the ones that ultimately benefit. Tanger's customers are also important—their time and safety. They deserve to know when the Outlets will be open or closed. The benefits of keeping them happy and the space leased far outweighs the small cost of having One Call Now as my notification partner."

Continued

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*CHARLES SIMMONS, MANAGER OF
TANGER OUTLET SHOPPING CENTER IN
LANCASTER, PENNSYLVANIA.*

INDUSTRY

Retail

PROBLEM

Tying up phone lines to notify employees while shoppers try to call in

PAYBACK

More satisfied retailers and customers; retailers got information they needed while phone lines were open for customers calling in

LOCATION

Lancaster, Pennsylvania

REPLACES

Tied up phone lines as hundreds of employees and shoppers tried to call the office at the same time



Stanley Tanger pioneered the Outlet Industry by building the country's first authentic outlet shopping center in Burlington, North Carolina in 1981. This was not only the beginning of Tanger Factory Outlet Centers, Inc., but also of the Outlet Industry, which has grown to hundreds of outlet centers worldwide today. Because consumers love shopping and saving direct from the manufacturer, Tanger centers are major tourist attractions that welcome more than 150 million brand name bargain hunters annually.

For Tanger Outlet Centers and other businesses, One Call Now helps protect, inform and engage retailers, customers and staff.

CONTACT US TO LEARN MORE!

877.698.3262 | onecallnow.com

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One Call Now is America's largest message notification provider, serving one in five American households annually. Founded in 2002, One Call Now has been listed on Inc. Magazine's list of fastest growing privately held companies in America since 2008. Schools, businesses, schools, churches, and organizations across the country use One Call Now's high-speed, fully redundant service to send voice, SMS text and email messages to thousands of numbers simultaneously. When Messages Matter, We Deliver!