



# A seamless customer journey

*HOW TELCOS CAN CREATE AN  
UNMATCHED OMNI-CHANNEL  
BRAND EXPERIENCE*

# A seamless customer journey



As a recent paper<sup>1</sup> by pwc has shown, the store of the future will be omnichannel and experience-rich, and will fuse the physical and digital worlds. According to the international analytics enterprise, COVID-19 put a focus on the need to closely monitor the consumer in order to better serve them with relevant value propositions.

As operators progress in their omnichannel transformation, CSPs/DSPs have to consider certain specifics that especially apply to their industry and that set it apart from other retail businesses.

Besides the typical use cases that retailers and telcos have in common, we have identified various aspects that make omnichannel for telcos even more complex:

- Strong customer centrality  
-> need for a holistic customer view
- Complex products offerings  
-> High information demand
- Additional customer engagement processes  
-> contracts and billing

The present paper outlines various omni-channel use cases within a connected customer journey in a typical telco environment. Doing so, it perfectly illustrates how NTS Retail's omnichannel commerce solution can support telcos in delivering an unmatched service experience to their customers.

<sup>1</sup> pwc 2021, Preparing for tomorrow's consumers today: The future of consumer markets

# The start of the journey online

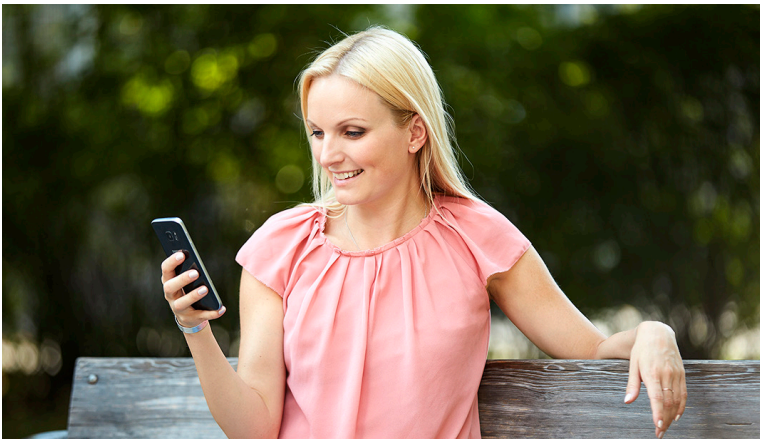
## ONLINE/OFFLINE CONNECTOR

Mary is interested in buying a new phone. She browses the online store to get an overview of current offers. With the help of the virtual sales agent, she quickly finds an interesting offer. However, she is not exactly sure if it really is the best choice for her. So, Mary decides to talk to an expert before making a final decision.

She makes a reservation for the phone she's interested in and selects a store nearby, using an online store locator to get more information.

### Online/Offline Connector

To enable eCommerce shopping, NTS Retail offers a standard stock look-up service that allows external systems to query stock levels in real-time. Seeing which products are available at which location on a webshop, for example, your customers can conveniently reserve the desired products online and then pick them up personally at the respective store. The guaranteed goods availability increases customer satisfaction and the in-store goods pick-up moreover provides excellent up and cross-selling opportunities.



# A warm welcome at the store

## WELCOME & QUEUING

On the next day, Mary walks into the store to get more information on her reserved product. A welcome agent greets her at the entrance. Using NTS Retail, she identifies Mary as a registered customer and asks her what she needs. She then assigns the right sales associate who can best satisfy Mary's request.

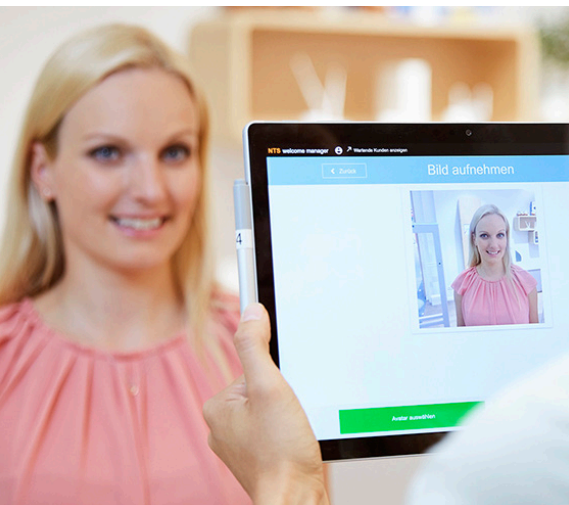
The welcome agent creates a personal avatar that will allow the sales associate to easily identify Mary later on. She informs her about the approximate waiting time of 10 minutes and asks her whether she prefers to take care of some other business in the meanwhile.

That's fine for Mary. She feels welcome and decides to use the time to explore some other cool stuff in the store.





In another store that has no personal welcome agent, Mary could also take a quick picture of herself and get in the right queue. Of course, she could also schedule an appointment online using the website or an app that is directly connected to NTS Retail.



### Welcome & Queuing

Contrary to common ticketing solutions, NTS Retail follows a personalized welcoming approach. By identifying your customers and capturing their needs right upon stepping in the store, you can set the right action to best meet your customers' expectations. This helps resolve annoying waiting periods and gives your customers an opportunity to bridge the time gap according to their ideas and plans.

## Time to explore great deals and offers

### *INTERACTIVE DIGITAL SIGNAGE*

Mary saunters through the store.

She takes a look around and is immediately drawn to NTS Retail's interactive digital signage tool, running on a large-format wall display.

The virtual shopping shelf proactively highlights top promotions and fancy accessories that are not physically present in the store. Mary browses through product descriptions and enjoys multimedia content. Doing so, she soon stumbles across some cool headphones.

### Interactive Digital Signage

Being a top-notch digital signage tool, NTS Retail's interactive sales shelf enables CSPs to overcome the limitations of a traditional store design and bring their products closer to their customers — 24/7. It allows you to present your products virtually anywhere, at any time and even in the most limited of spaces — either directly at your stores or far away from them and even outside regular opening hours. This can raise your cross and up-selling rate by up to 30% and reduces the storage costs by up to 70%.



# Receiving personal assistance

## ASSISTED/GUIDED SELLING

In the meantime, the assigned sales associate becomes available. Mary's avatar appears on his sales tablet. Using this avatar function, he can easily identify and spot her.

Having all of Mary's data as well as her entire online history on his tablet, he is able to optimally prepare himself for the upcoming consultation. He can approach her on a personal level and, thanks to the already captured details, she does not have to tell her story twice.

The sales associate, who has already called up Mary's reservation, is using NTS Retail's digital sales & service tool to give her a professional and personalized consulting. He has all the information about product details, cross-selling offers and stock information as well as Mary's customer details directly at hand.



### Assisted/Guided Selling

NTS Retail combines top-notch consulting with a certain pinch of infotainment for a fresh new in-store experience and increased conversion rates. The solution enables you to guide your customers to quick purchasing decisions by presenting all facts and figures regarding bundles, subscriptions, stock levels and add-on services in a smart and truly intuitive way.

As portable sales & service assistant NTS Retail supports your sales team on the shop floor when it comes to engaging in professional consultations with your customers.

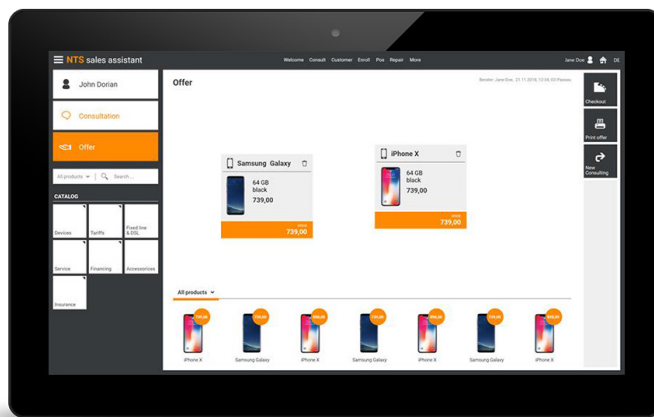
First, he provides Mary with detailed information about the reserved product. She is already well informed due to her online research, but there are still some questions left. Having all the product data at hand, the sales associate can immediately provide the right answers to her.



They soon stumble across some other exciting devices that also fit her needs perfectly...

... two special offers that immediately catch her interest.

But what's the difference and what's the best choice for Mary?



With a single swipe, the sales associate can easily compare the two phones. A clear visualization of similarities and differences makes it easy for Mary to find out which product is best for her.

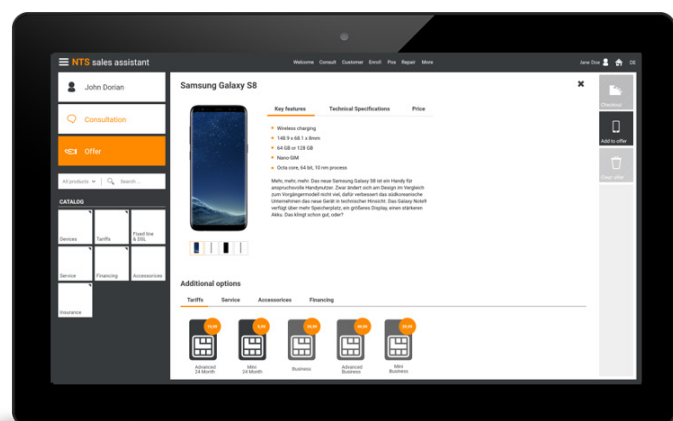
The sales associate provides additional consulting on both phones, informing her about availabilities, matching accessories and bundling options. Together, they soon find the best choice for Mary.

## Checking plan options

### ORDER ENTRY & ENROLLMENT

As a true consulting expert, the sales agent uses the opportunity to also address the topic of plans. Thanks to NTS Retail's ability to pull all relevant customer insights from various cross-channel sources into a single view, the decision is very easy for Mary.

Together, they check her current plan conditions, active service options and previous usage behavior. The sales associate also uses this opportunity to update Mary's profile.







Switching back to product consulting mode, the sales associate drags the matching plan onto both phones to see how it affects their prices.

Mary decides to go for the first phone.

### Order Entry & Enrollment

NTS Retail constitutes a single point of entry that builds on unified processes and real-time data. By being seamlessly interlinked with your order management or billing system, NTS Retail facilitates smooth order entry processes. Your sales associates do not have to switch between different systems or enter the same data multiple times to complete an order. This significantly simplifies and accelerates the enrollment process.

## Closing the deal

### CHECKOUT & PAYMENT

Mary also decides to buy the headphones she saw before and that are currently not available in the store. So she goes for the same-day delivery option, which is offered by the operator as a special service. With this option, the product will be delivered to her home address from another store within 4 hours.

Afterwards, they seal the deal. Mary gets her phone with a new plan — and the cool new headphones will soon be sent to her home address.



## Checkout & Payment

NTS Retail's POS solution is much more than just a typical point of sale. It offers a full customer service tool designed for smooth handling of typical telco in-store processes. Its deep integration with your backend systems including CRM, ERP, eCommerce, Billing and Charging systems allows for online handling of order entry and enrollment processes.

In order for your agents to engage with your customers directly at the product, the solution can, of course, also be operated on tablets. Doing so, they can finalize the transaction anywhere in the store without any interruption or change of medium.

The sales associate finalizes the transaction right on the spot. Mary decides to pay with her credit card via the EFT terminal connected to the "hidden" payment station closest to them. She also makes use of the e-mail receipt feature since she cares about the environment and wants a digital copy of the receipt.



## Using a self-service kiosk

*SELF-SERVICE*



Leaving the store, Mary realizes that she forgot to top up her son's phone credit. She turns around and discovers that her sales associate is already busy with another customer.

But absolutely no problem. Mary simply walks over to one of the self-service kiosks and performs the top-up without any further assistance from the shop personnel.

## Self-Service

Using NTS Retail's self-service solution, your customers can quickly and conveniently perform transactions without any further assistance from your shop personnel. Your customers can thus perform simple top-ups and bill payments completely on their own. At the same time, your sales agents are given more time to concentrate on their jobs as top-notch consultants.



# Receiving the ordered goods

## OMNI-CHANNEL FULFILLMENT

On the same evening, someone rings at Mary's door. It's a delivery boy with her brand-new headphones. Mary is thrilled with the prompt delivery and she's quite happy with her purchase.

### Omni-Channel Fulfillment

NTS Retail provides a holistic view on cross-channel orders and inventory data in real-time and thus allows fulfillment of omni-channel shopping processes such as click & collect, home delivery, online purchase with in-store goods return. And no matter if a customer buys a product in one of your stores or online, it should always be possible to have it delivered directly to their home.



# Easy repair handling

## AFTER SALES SERVICE

A few weeks after Mary bought her new phone, Mary has a little accident: In the heat of the moment, she bumps into her kitchen table and knocks her new phone off its corner. It lands on the display which cracks.

NTS Retail's reverse logistics and after sales service solution also allows convenient handling of product returns and repairs.

Mary even gets the chance to proactively monitor the repair process and is automatically notified via e-mail, text message or regular mail as soon as the status of her repair order changes.



### After Sales Service

Smooth returns and after sales repair processes are important steps in a customer journey. NTS Retail's integrated reverse logistics and after sales service solution allows for a convenient handling of product returns and repair orders. Customers can proactively monitor the repair process and receive updates via e-mail, text message or regular mail as soon as the status of their repair order changes.

# NTS Retail

## KEY FACTS

NTS Retail creates agile commerce software for telecom operators. We help our clients reinvent their retail environment in order to:

- enable true customer-centricity
- boost sales performance
- minimize operational costs

Leading telco brands worldwide rely on NTS Retail to optimize customer engagement, retail management and stock management. They value our expertise, which was refined over more than 20 years with a track record of 350+ successful retail transformation projects.

