



BOUYGUES TELECOM

Bouygues Telecom relies on NTS Retail to digitalize its network of retail stores.

■ The customer: A top tier telco challenger in France

With nearly 20 million customers, Bouygues Telecom is one of France's major telco operators. Serving its customers with a wide range of digital services, the company has built a name for itself as an innovator in France's CSP landscape. At the heart of the operator's strategy are a strong network and an excellent brand experience. The network of retail stores as a key point of service takes on a crucial role in the process. Working closely with NTS Retail's process experts, Bouygues Telecom implemented several key features in this retail digitalization campaign, and we are very proud to be able to share some of these achievements in the following case study.

■ A clearly structured workflow to enable digitalization at scale

Bouygues Telecom's team approached NTS Retail with a clear vision in mind: The goal was to introduce a POS system, which provides Bouygues' employees with a fluid usage experience during daily operations. NTS Retail's enterprise-level POS solution was a perfect fit. The employees enjoy the way the system guides them through the process and the sense of mobility it provides them with

during their daily routines. The retail executives, in turn, appreciate the traceability and monitoring introduced to the cash management process.

■ A success story in remote collaboration

The project took place during an unprecedented time. The COVID-19 pandemic changed the world starting in early 2020, requiring the rollout to be conducted fully remotely. As soon as lockdowns started to be introduced across Europe, both companies worked together intensely to come up with a plan that would allow the project to go forward. Drawing on highly experienced staff from both sides and intense remote collaboration, a successful rollout was achieved with only minor impact on the timeline.

A key element to this success was Bouygues Telecom's decision to create a demo shop within the company HQ and enabling an extended testing stage completed with a pilot shop in Bretigny. The testing phase was a key success factor and allowed the team to learn from interactions with customers and improve the processes. These testing efforts were conducted during the height of the COVID-19 pandemic in France in the winter of 2020/2021, which speaks to the teams' abilities to coordinate and manage a mix of on-site and remote efforts.

Improved mobility and system fluidity

Starting from the first test runs, the store staff appreciated the solution for its capacity to carry out the sales process in full mobility. Thanks to the integration of several interfaces with the operator's BSS systems, the retail staff can now rely on a much more streamlined process. Sales counselors can process the transaction using NTS Retail on all devices. They save valuable time handling sales and get by without needing to switch between devices and applications.

The solution has also empowered employees to fully adopt a mobile approach to conducting interactions in the retail space: Tablets are used during the entire sales process, from welcoming, to consultation, moving around the store as they guide customers through the process. Sales can even be finalized on the tablet for cashless payment methods. If customers want to pay via cash, the transaction can easily be finalized at one of the dedicated counters with the right peripherals (cash drawer, printer etc.).



Bouygues Telecom

- Telecommunications provider in France
- www.bouyguestelecom.fr

Operator Product Portfolio

- Internet services (fixed-line and wireless)
- Digital entertainment packages through partnerships
- Quadruple play and value-added services

Challenges

- Streamlining the cash management process
- Compliance with French fiscalization (NF525)
- Improving system fluidity for sales staff
- Rollout amidst the height of the COVID-19 pandemic

Solution

- NTS Retail POS solution
- Mobile POS on a tablet
- Integration with the BSS stack

Benefits

- Quick and simple sales process
- Improved mobility for sales staff
- Optimized monitoring of the cash and check cashflow



Régis Van Brussel
RCBT CEO

»Our sales assistants in our shops are the first in contact with our customers and establish a trusting relationship from the very beginning. Having a reliable POS system, seamlessly integrated in our sales process, helps our staff to engage with confidence and to focus on delivering an excellent customer experience.«

■ Cash management and an evolution of the safe process

One of the major improvements in Bouygues Telecom's retail setup is the cash and safe management process. These functionalities offered by NTS Retail's solution brought a huge change in the daily operations. The result is a clear, centralized, and unified process to handle the daily cash balance procedure in the stores, which is a huge step forward in the industrialization of their daily processes. For the staff, there now is a structured process regulating how and when to transfer cash to the safe and eventually when to conduct a bank transfer. This has been a true evolution of the safe process and succeeded in making this process more transparent while also ensuring better enforceability.

■ Fiscalization in compliance with the certification NF525



Comparable to the implementation of the fiscalization regulation in Austria, similar legislation came into action in France since the project was kicked off. Naturally, NTS Retail supported Bouygues Telecom in achieving full compliance with the introduced regulation. During the implementation process, NTS Retail successfully gained the certification NF525 from authorized auditor Infocert. With this certificate, NTS Retail has demonstrated that the company and its solution conform to the standards of the French fiscalization legislation. The regulation defines how transactions are to be recorded within the system and which formal criteria transaction receipts have to adhere to. With several customizations to the core system, NTS Retail was able to provide a fully compliant solution that allows Bouygues Telecom to rely on a stable, reliable, and compliant solution for years to come.

↓ Key achievements in numbers

With the new solution in place, Bouygues Telecom was able to realize a couple of key benefits almost instantly. The following figures showcase some of the successful improvements.



an average of

2 minutes

gained per transaction with our client



safe process implementation: monitoring of

+10 M€

cashflow (cash and checks) annually



36%

of payments carried out in full mobility



counting errors reduced to

1/3

through clever process improvements