Gomibo.

Tomorrow's E-Commerce Platform for Telcos

Web   App   Store

Tomorrow's E-commerce Platform For Telcos

Management summary

Gomibo is an E-commerce platform for M(V)NOs that provides an excellent and highly efficient telecom customer experience. Run your telco website, app and store using the same software that already helps millions of customers.

We enable you to sell connectivity to your network and to offer all the telecom products and services that your customers require today.

Our platform is built and optimized for telcos from day one. It has all the functionality needed to completely replace your legacy platform, but key functionalities are available as modules as well. We don't just offer software, but also all the services you need for a complete customer journey, like fulfillment and KYC.
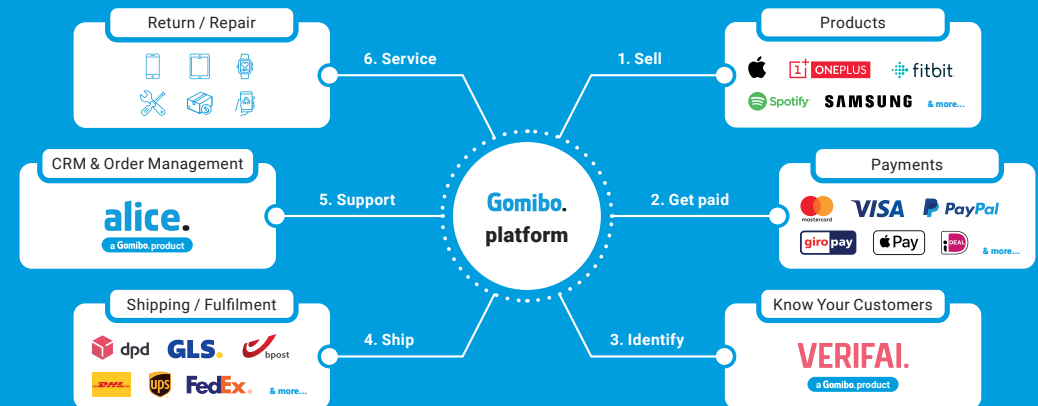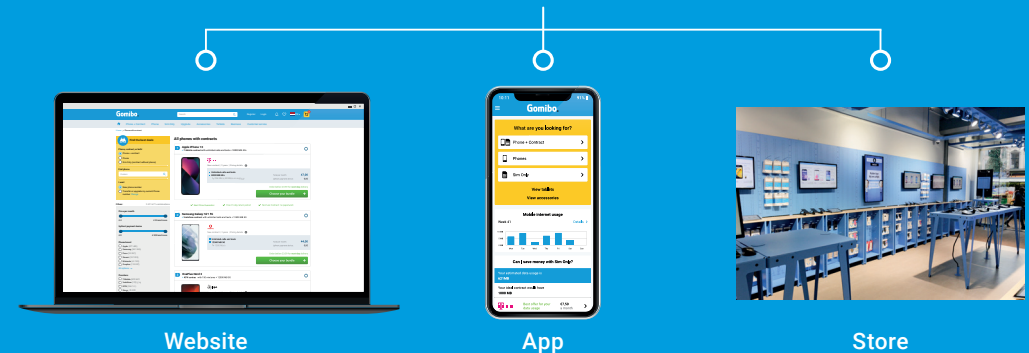
Key benefits

- The only e-commerce solution built for M(V)NOs
- Give your customers a 9.4 out of 10 customer journey
- Reduce churn due to better customer interactions
- Sell more and save millions
- Eliminate legacy and minimise the amount of software vendors

Find more information or get in touch with us at www.gomibogroup.com.

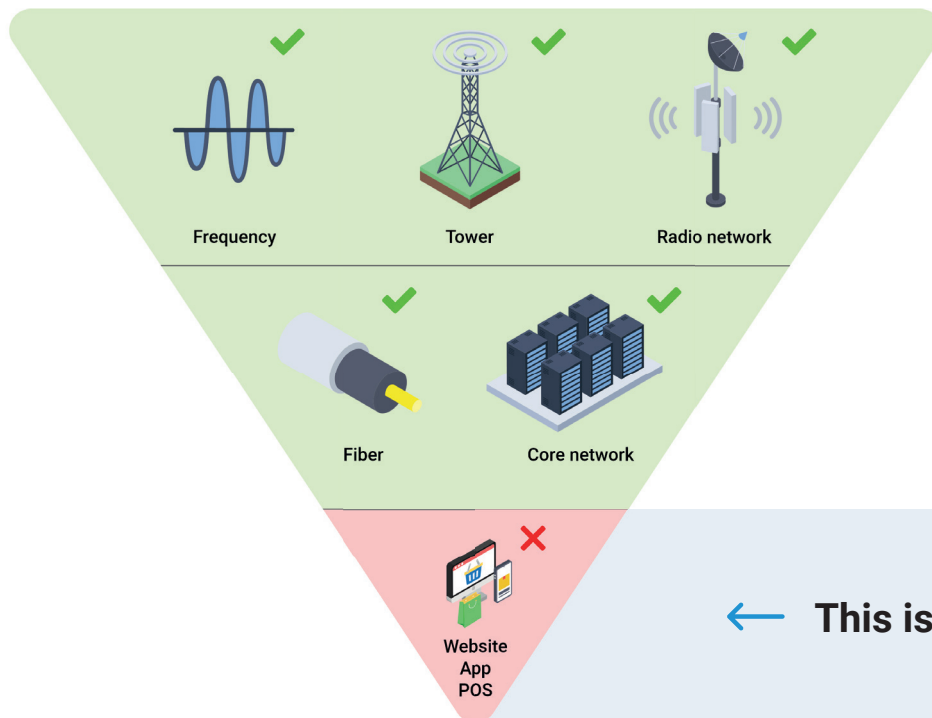# Our customer journey and our platform: all the services you need

⭐⭐⭐⭐⭐ *9,4 excellent*

Website   App   Store

Return / Repair

6. Service   1. Sell   Products

CRM & Order Management   alice. a Gomibo.product

5. Support   **Gomibo. platform**   2. Get paid   Payments

Shipping / Fulfilment   4. Ship   3. Identify   Know Your Customers   VERIFAI. a Gomibo.product

Why is digitalisation so hard for telcos?

Running a telecommunications company is very complex. Telcos are historically built from the frequency towards the customer. Most resources were directed towards the network side of the business, resulting in very good connectivity for users. Digitalisation of the customer-facing parts requires completely different capabilities. That less attention is paid to the consumer-facing part seems obvious, because the development and maintenance of networks is part of the core business of telcos. Focusing on the network side has led to micro-outsourcing of the software for website, app and store.

Complexity of telecom companies

Frequency   Tower   Radio network

Fiber   Core network

Website
App
POS

← **This is what we fix for you** →

What's missing in the digital customer journey?

Digital customer journeys are improving in all industries, but M(V)NOs are lagging behind. We researched current telecom platforms (website, app and store) and compared them to leading digital platforms from other industries. A number of remarkable results emerged that we would like to share with you.
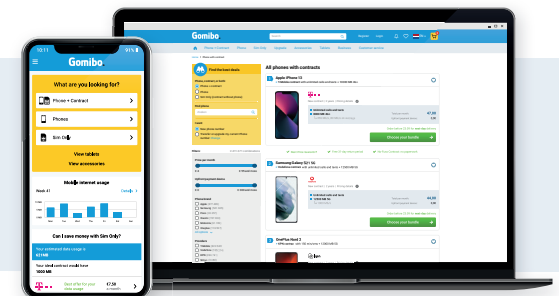
Telecom platforms lacked the following functionalities

✕	Support for multiple languages
✕	Ability to purchase all product lines in a mobile app
✕	Ability to purchase refurbished products
✕	Ability to sign the contract online
✕	Ability to register products online for return or repair

Millions of revenue and profit are lost

Missing product groups and functionalities in telecom platforms lead to inefficient customer journeys and lower conversion rates. The consequence is that millions in revenues and profits are lost per year. On average, an M(V)NO misses out on between €20 and €40 per year in net profit per customer.

Register on **Gomibogroup.com** and receive the complete analysis.

Telco micro-outsourcing explained

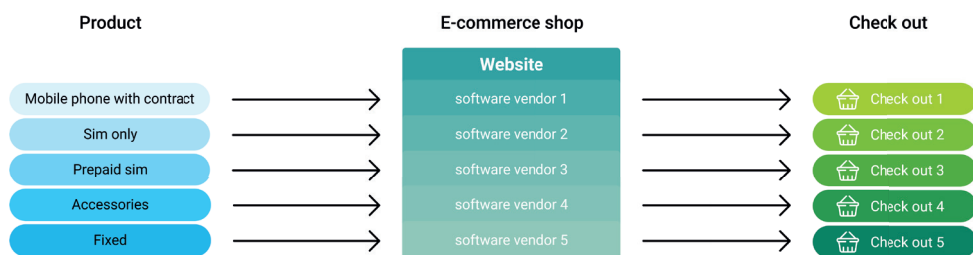## Example using multiple product specific e-commerce solutions

Apple iPhone 13
150 min
unlimited sms
4GB
+ screenprotector

Website

Micro-outsourcing

Customer has to check out twice

Software vendor 1
Apple iPhone 13 with contract
phonewithcontract.provider.com

Check out 1

Software vendor 2
Screenprotector
accessories.provider.com

Check out 2

User story

A customer wants to buy a phone with contract and a screen protector. Two e-commerce solutions are used by the provider. One to sell the phone and contract and the other to sell the accessory. The customer checks out twice. If the telco wants to update the check-out experience they need to update two check-outs.

How this example escalates to a deadlock in your platform:

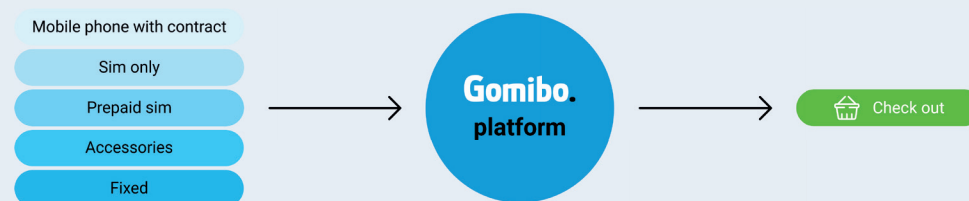| Product	E-commerce shop	Check out
Mobile phone with contract	**Website** software vendor 1	Check out 1
Sim only	software vendor 2	Check out 2
Prepaid sim	software vendor 3	Check out 3
Accessories	software vendor 4	Check out 4
Fixed	software vendor 5	Check out 5

Using multiple software vendors for different product types and platforms results in a deadlock in your digitalisation process. The fragmentation caused by micro-outsourcing in the software that powers telcos' websites, apps and stores makes it really difficult to add new functionality. Most of your IT time will be spent maintaining your current setup.

How to accelerate your digitalisation

A core telecom specific e-commerce platform with clear separations from outside vendors is necessary as a foundation for building a good digitalised customer journey. You need to commit to a long process of simplifying your IT architecture, refactoring and removing old components. Another option is to buy a solution that provides that foundation and replace all your legacy at once.

The Gomibo platform is built for telecom from day one and allows you to sell all relevant products in one e-commerce solution.

Mobile phone with contract		
Sim only		
Prepaid sim	**Gomibo. platform**	Check out
Accessories		
Fixed		

Why Gomibo is here today to help

Gomibo's journey started by reselling mobile phones and contracts. Early on, we decided to build all our technology in-house. This has helped us to become the market leader in the Netherlands. In 2021, we generated €425 million in revenue.

The platform that we've built provides an excellent and highly efficient online and offline telecom customer experience. Being a telecom reseller has allowed us to continuously learn from our customers and improve our platform. By sharing our e-commerce technology and service with telecom providers, more users can enjoy the same level of service. That is why we have made our platform a product.

Easy to set-up

As a reseller, we needed a wide variety of features and services on our platform to provide a complete customer experience. This forced us to make the platform compatible with different M(V)NOs. This flexibility and these services help create a hassle-free implementation of our platform for M(V)NOs. In most situations we can use existing APIs.

Explore our customer journey

Millions of customers in over 15 European countries have used the Gomibo platform to buy telecom products. On average, they rate us with a 9.4 out of 10. We are continuously improving our platform and boosting the conversion rate through A/B testing. Our platform enables customers to find the right products for their needs and provide all relevant information at the right time. Now you have the chance to offer the same experience for your customers.

⭐⭐⭐⭐⭐ *9,4 excellent*

Website   App   Store

Omnichannel solution

The Gomibo platform has been set up with an omnichannel approach in mind. We use the same system for all our touchpoints with customers and employees. Use the same product information, pricing, filters, and shopping cart on your website, in your app and in your store.

Is your current platform costing you too much money? Do you constantly encounter difficulties with converting new opportunities due to technical limitations? Or are you fed up with all the different separate modules in your platform?

This is the time to replace everything with Gomibo at once. The Gomibo platform helps your organisation save millions and increase revenue. All the functionality you need for an excellent customer journey is part of the platform. The success of the platform has already been proven, as it is fully operational in more than 15 European countries. The Gomibo platform works out of the box and is API driven, so you don't have to worry about long implementation times.

Web

Our web platform is the only specialised e-commerce solution for the telecom market. Use the extensive comparison tool to filter both products and contracts at the same time. Design your product pages the way you want them. Create landing pages for specific search results from the comparison tool for use in marketing campaigns.

App

Launch an app for iOS and Android. Everything is powered by the same back-end. Send notifications to customers for up-sell and cross-sell. Use Verifai to manage in-app identification for contracts and unlock the power of eSIM. All functionality from the web platform is also included in the app.
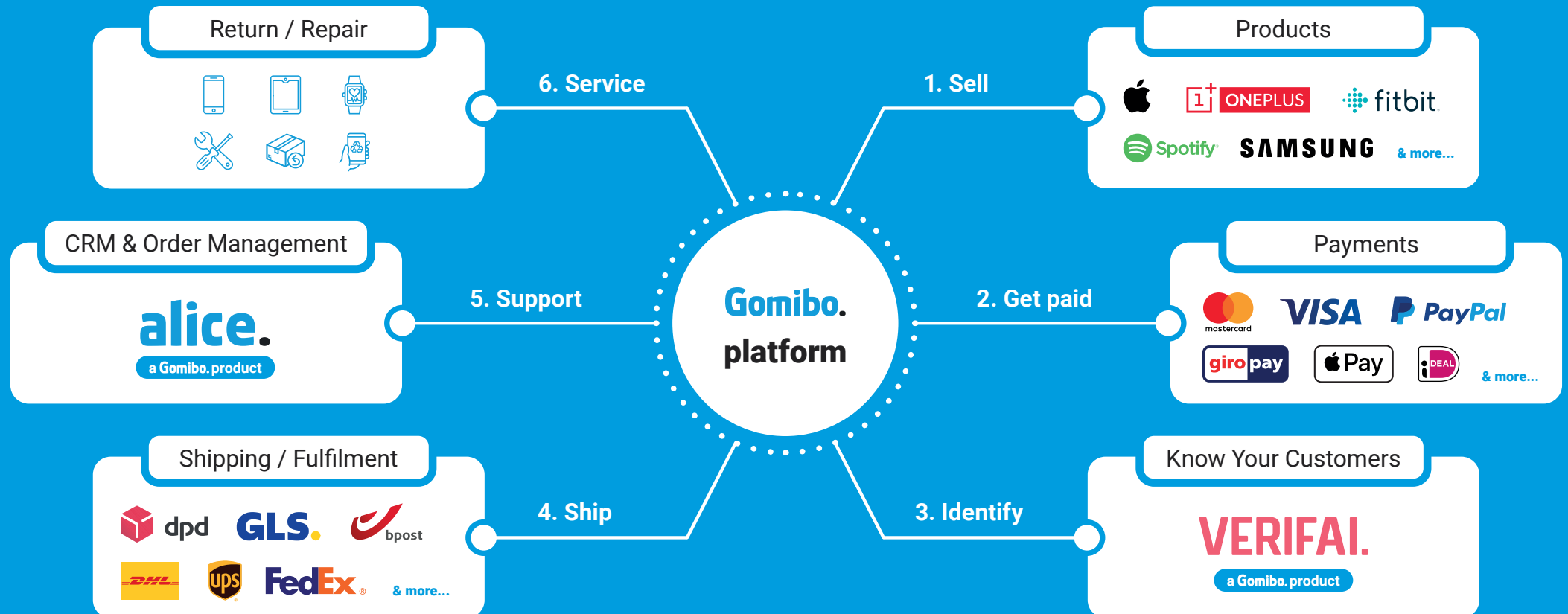
Store

Control your store from the software platform. Provide purchase and price information directly from your product database, for example on a tablet. No more outdated printouts in your store! Update narrowcasting remotely. Let your customers pay by using the in-store app, sign contracts digitally and verify their identity with Verifai. All with one solution.
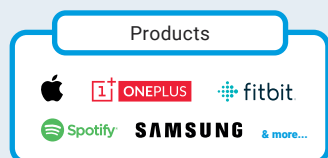
All the services you want: Overview of the platform that powers Gomibo

Return / Repair

6. Service

1. Sell

Products
Apple, ONEPLUS, fitbit, Spotify, SAMSUNG, & more...

CRM & Order Management
alice.
a Gomibo. product

5. Support

Gomibo. platform

2. Get paid

Payments
mastercard, VISA, PayPal, giropay, Apple Pay, iDEAL, & more...

Shipping / Fulfilment
dpd, GLS., bpost, DHL, UPS, FedEx, & more...

4. Ship

3. Identify

Know Your Customers
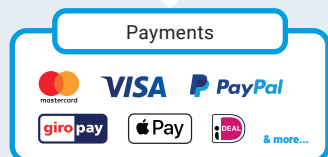VERIFAI.
a Gomibo. product

How our services will help you create the best customer experience

Our platform enables M(V)NOs to sell connectivity and to offer all the telecom products and services that their customers require today. Gomibo offers not just software, but also the services you need for a complete customer journey.
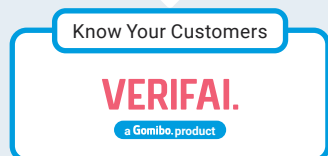
Products

1. Sell

One e-commerce solution for all the products you want to sell. Fixed, mobile, contracts, prepaid, accessories and more. Gomibo supports everything in one platform and one check-out. Source the products yourself or from us.

Payments

2. Get paid

Finally, you can boost your conversion rate by offering payment methods your customers want. With two integrated payment service providers you can accept payments from credit cards to local payment methods. Payment processing is fully automatic and refunds work by default.

Know Your Customers

3. Identify

Is your Know Your Customer process complicated? Not anymore! Thanks to the integration of our own Verifai product, you can process any identity document from any country in a privacy-proof way. Combine that with integrated background and credit checks and replace your expensive and old KYC flow. Use Verifai in your stores too.
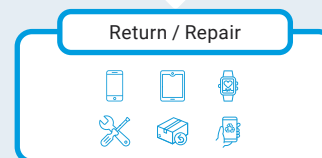
Shipping / Fulfilment

4. Shipping / Fulfilment

Say goodbye to the challenges of shipping: ship to homes, offices and pick-up points in every country you want. Gomibo can integrate your current logistics provider or you can use our inventory to dropship to your customers. Gomibo offers next-day delivery in 10 European countries already and supports all major international and local carriers.

CRM & Order Management

5. CRM & Order Management

Are your employees frustrated by all the different systems they need to serve your customers? Our CRM product Alice is fully integrated with our features for order management, after-sales, marketing and many more components of our platform. Your employees will get a complete overview in one system! No need to integrate. Boost sales by using our CRM-based marketing functionalities.

Return / Repair

6. Return / Repair

Do returns and repairs cost you a lot of money now? Solve that issue once and for all. Sell slightly damaged returns in your own outlet. Support refurbished products on your platform. Automatically refer repairs to accredited repair companies without having to send the device yourself. Less work, more satisfied customers and more profit.

This is what we have to offer

1. Tomorrow's e-commerce platform for telcos: complete SaaS solution

✓ **E-commerce back-end**
Use our core telecom e-commerce back-end with all integrations and functionalities across all your sales channels.

✓ **Website**
Replace your current website, including the shopping cart, with our responsive solution and sell more.

✓ **App**
Transform your current app experience. Allow customers to compare and purchase telecom products from within the app. Let them verify their identities remotely. Unlock the power of eSIM.

✓ **Store / Telesales**
Run all your stores and telesales channels efficiently on our software.

2. Individual SaaS Modules

These modules can be integrated into your platform on a standalone basis:

Verifai
Know your customers with Verifai's identity verification platform. Verify identities and perform background and credit checks. One identity verification solution for your mobile and apps. A Gomibo Group company.

Protekt
Use our fraud-prevention software to combat telecom fraud. A Gomibo Group product.

Tulip Repair
Create a seamless aftersales journey with our repair management software. Benefit from all the integrated aftersales providers and set-up the best routing.

3. The services for a seamless customer journey

M(V)NOs can outsource parts of their process to us. The following services are integrated into our complete platform but are also available on a standalone basis.

✓ **Insurance / finance solutions**
Use integrated financing solutions to subsidise handsets for your customers. Offer the best mobile phone insurance available from Tulip Assist. A Gomibo Group company.

✓ **Fulfilment**
Let us manage your stock in our warehouse or dropship from our inventory to your customers and provide next day delivery.

✓ **Reseller / partner management**
Let us run your partner/reseller program and use our software to manage everything.

And more.

Let us run your M(V)NO

We can help you start a new M(V)NO or run an existing one.

Register on Gomibogroup.com

for the full detailed list of
all underlying features per component.

We would like to get in touch with you

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