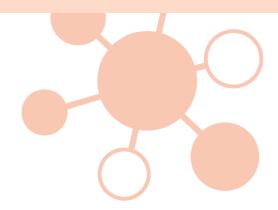# The omni-channel solution

FOR TELECOMS

The omni-channel solution for telecoms

A unified brand experience
ACROSS ALL CHANNELS

Both shopping online and in stores have become part of our daily routine and are an integral part of our culture. Customers expect a unique brand experience across all channels. Successful CSPs have long recognized the intrinsic nature of their customers' shopping behavior. They understand the need to meld the virtual and the physical selling worlds.

By leveraging the clear and mostly complementary value that each has to offer and creating a smooth, consistent experience across all customer touchpoints, CSPs can enjoy a massive improvement in generating more sales through increased purchasing options and customer productivity. And omnichannel is the key.

Omni-channel objectives:

- Improve customer experience and loyalty by offering a personalized customer service

- Increase conversion and attach rates while gaining revenue through cross-channel sales, consultative selling and new customer service offers

- Achieve highest product availability by providing accurate demand forecasting based on 360° visibility of inventory and customer orders

- Better understand your customers' demands, shopping behavior and their journey across all touchpoints so that you can set the right actions and provide the right value at the right time

Challenges

IN OMNI-CHANNEL COMMERCE

In order for a CSP to call itself a true omni-channel player, the barriers between all sales channels must be identified and the following challenges must be addressed:
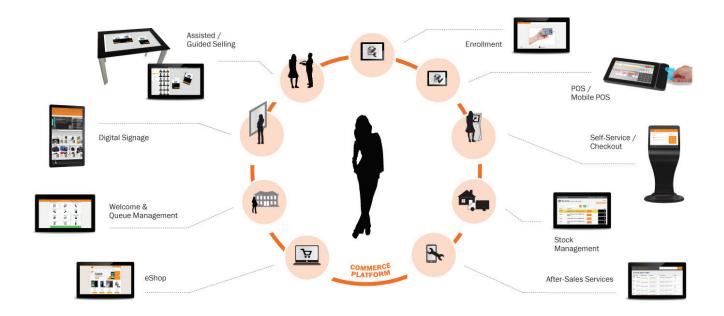
- Having one view on customer profile, customer orders, pricing, loyalty, inventory, etc.

- Reducing knowledge gaps and skill restrictions of employees in regard to services/products, workflows and customers

- Using common commerce features (e.g., consistent pricing and promotions)

- Tracking conversion rates across different channels and sources thus blurring the lines between online and traditional retail sales performance

- Consistent monitoring of customer interactions across different channels and sources

- Providing your customers with consistent offers across all channels

The commerce solution for CSPs

ENABLING A SEAMLESS CUSTOMER JOURNEY

NTS Retail's commerce platform, a set of business functionalities and services tailored to telcos and their specific needs, forms the backbone of our commerce solution. The platform perfectly interlinks your digital and physical sales worlds by unifying channel-spanning processes and data. It enables you to meet your customers at eye level and accompany them in real-time at any channel and stage of interaction. At the same time, it implies turning any customer touchpoint into a potential point of service and sales.

Drawing upon functionalities provided by our platform, meeting common omni-channel requirements becomes easy. Our solution has been designed from the ground up to work in an omni-channel setting: customers and sales reps alike are presented with a consistent experience.

The platform interlinks with external systems and integrates with other back ends, thanks to its open API based architecture.

Typical use cases include:

- Retail management
- Customer order management
- Order fulfillment
- Stock management

- Product catalog management
- After-sales services
- Payment and receipt handling

A single portal for telco sales processes

NTS Retail perfectly covers industry-specific customer engagement processes such as dematerialized order entry, upgrade eligibility checks, billing-process execution, top-ups and quadruple play. It enables an ultimately convergent offering for triple, quadruple players. You can run any omni-channel use case, no matter if your customers buy or make a reservation online and then pick up the goods in a store ("click & collect"), return a product they bought online in a store or want to have a product they bought in a store directly delivered to their home address.

buy or reserve online

pick up at any store

get information in a store

buy online

home delivery

buy online

buy in a store

home delivery

Your benefits at a glance:

- 360° view on your customers for personalized consulting and targeted promotions

- Accurate and consistent real-time information on products and services,
  natively across all channels

- Consistent handling of retail processes across any channel and customer touchpoint

- Unique management of direct and indirect sales channels (own products & consignment goods)

- Seamless BSS integration with standard connectors for end-to-end telco processes such as
  order management, charging/billing, activation, etc.

- On-demand fulfillment (same-day delivery, click & collect, online purchase with return in a store)

- Centrally controlled inventory management — specifically designed for telco fulfillment processes

- Central monitoring of transactions, goods movements and customer/user behavior

- Low implementation/customization efforts — out-of-the-box telco solution

- Fast speed to market — preconfigured telco setup

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.