Customer Engagement

CREATE CUSTOMER CENTRICITY & DRIVE SALES PERFORMANCE

Futurize commerce

NTS Retail is a premium commerce and customer engagement solution, designed to meet the specific needs of telecom operators. Built to provide absolute control over all retail operations, omni-channel goods fulfillment and customer interactions across physical and online sales channels. Our modular software solution offers sophisticated retail management and customer engagement applications, which build on an open API commerce platform.

Designed in close cooperation with leading CSPs, NTS Retail perfectly supports telecom operators in implementing high-impact retail transformation initiatives:

- Transforming telco stores to hold their own in an omni-channel world

- Reshaping the digital store environment to provide a better service experience

- Empowering sales associates to drive sales by providing tools for guided selling

- Gaining insights into the customers' needs and using these analytics to drive customer engagement

- Reducing costs per sale through process streamlining

- Optimizing omni-channel goods fulfillment

RETAIL MANAGEMENT

CUSTOMER ENGAGEMENT

ENTERPRISE STOCK MANAGEMENT

COMMERCE PLATFORM

Customer Engagement

> *WELCOME & QUEUE MANAGEMENT*

> *DIGITAL SIGNAGE*

> *ASSISTED/GUIDED SELLING*

> *ENROLLMENT*

> *E-SHOP*

> *POS/MOBILE POS*

> *SELF-SERVICE/CHECKOUT*

> *AFTER-SALES SERVICES*

As a unified in-store and eShop solution for CSPs, NTS Retail combines all relevant customer engagement aspects of a telco business into a single solution. It perfectly enables your store associates to deliver a compelling service experience and drive sales while unlocking self-service capabilities to provide a more convenient customer journey.

NTS Retail interlinks continuous customer-focused and channel-spanning processes across your online and physical customer touchpoints.

Our customer engagement tools draw upon unified data and processes provided by our own commerce platform or external BSS components. This effectively creates the foundation for a true omni-channel experience.

Welcome & Queue Mgmt.

A WARM AND PERSONAL WELCOME

NTS Retail enables you to provide your customers with a warm and personal welcome upon entering your stores. The system resolves annoying waiting periods and allows customers to make better use of their valuable time with accurate predictions.

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.

Short facts

- Take note of what your customers are looking for so that they do not have to tell their story twice

- Inform your customers about remaining waiting times

- Boost the use of up- and cross-selling opportunities

- Foster efficient claim handling thanks to a relaxed, positive atmosphere in the store

- Assign the right expert who can best process your customers' specific requests
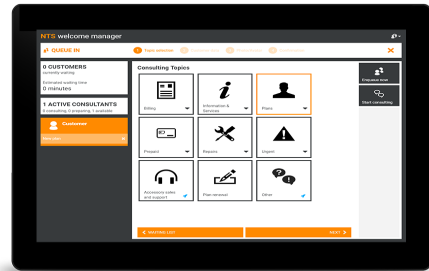
Digital Signage

YOUR VIRTUAL SHOWROOM

NTS Retail's web-based digital signage applications allow you to showcase your entire product catalog and place promotions proactively — even in the smallest of spaces. Overcome the limitations of traditional store designs and position your products more closely to your customers with targeted advertising. Contents can be easily adapted through a centralized CMS. Digital signage can display content in any format and on any supported device. These units can be positioned anywhere inside the store, in a shopping window or even outside the store. Use digital signage to drive sales while reducing storage costs at the same time.

Short facts

- Place promotions proactively

- Showcase your entire product range — even in the smallest of spaces

- Targeted advertising geared to your audience

- Direct integration of external data sources

- Increase your cross- and up-selling rate by up to 30%

- Reduce storage costs by up to 70%
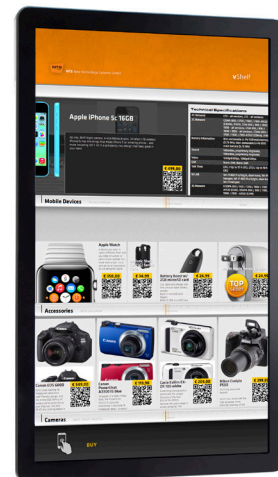
Assisted/
Guided Selling
TOP-NOTCH CONSULTING

NTS Retail offers 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. Seamlessly interlinked with your BSS, it allows your store associates to view and capture customer profiles, check data usage, identify customer preferences, check the transaction history and manage loyalty points.

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. As an eye-catching display element in your stores, NTS Retail draws your customer's eye, inviting them to explore your product catalog and offers autonomously. Running on a large-format interactive screen, this guided selling solution provides a high level of support in decision-making and increases unassisted sales in busy retail environments.
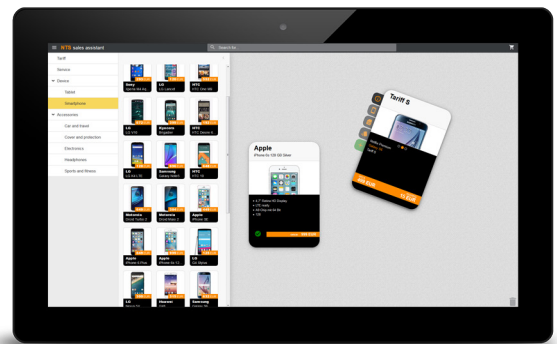
Short facts

- Present the complexity of telecom products and services in a smart and concise way

- Engage intuitively with your customers to drive cross- and up-selling

- Accelerate sales processes and increase conversion rates

- Provide personalized consulting that builds on a holistic customer view

- Make the most of your retail space by mobilizing your staff

Embrace personalization:

IDENTIFY YOUR CUSTOMERS AND THEIR NEEDS

CREATE PERSONALIZED OFFERS

ACCESS TRANSACTION HISTORIES

CHECK DATA USAGE

UP- & CROSS-SELLING BASED ON PREFERENCES

CREATE WISH LISTS

CRM

eCommerce

Billing/Charging

Loyalty

Finance

ERP

Order Management

Enrollment

SPEED UP YOUR ORDER ENTRY

Complex enrollment and order entry processes can be simplified by running a unified store front end, which seamlessly interlinks with your BSS.

The NTS Retail enrollment solution allows for handling all processes within one single application on a tablet, starting with the consultation to the signing of a contract and concluding with the payment. Automated workflows help you accelerate your customer's enrollment and prevent faulty entries by using sophisticated functionalities such as auto-fill and scans based on OCR technology.

Short facts

- No need to switch between different applications
- A simple, intuitive user interface
- Faster data entry process
- Reduced error rate due to pulling data directly from scans of IDs and credit cards
- Digital signing of contracts

eShop

*EASILY BUILD YOUR
B2C COMMERCE SITE*

NTS Retail provides a fully customizable, administrative console that enables you to manage all aspects of your B2C eCommerce site.

Manage your SKUs, categories and attributes with an elaborate Product Information Management. Allow customers to find the site through SEO management and target your offers and promotions with NTS Retail's Marketing & Merchandising tool. NTS eShop supports multiple currencies and integrations with payment solution providers and offers customer service features to guide your customers throughout the entire checkout process.

Short facts

- Pricing & catalog management
- Searchandising/SEO
- Content management & personalization
- Cart and checkout
- Customer service & order management
- Offers & promotions

POS/Mobile POS

*MUCH MORE THAN
A COMMON SALES SOLUTION*

NTS Retail's POS module is much more than just a typical point of sale. It is a comprehensive customer service tool designed for smooth handling of typical telco in-store processes.

Its deep integration with your back end systems including CRM, ERP, eCommerce, Billing and Charging allows for online handling of order entries and enrollment processes. Predefined workflows such as automated pricing, serial number checks and discount validation minimize the workload of your store employees and accelerate the sales procedure. Sophisticated validation functions fully protect the system against user errors and abuse.

The mobile POS functionality perfectly supports your sales team on the shop floor. It allows your agents to engage with your customers and finalize the transaction anywhere in the store without any interruption or change of medium. Using the integrated wireless POS connector, they can remotely access any "hidden" POS hardware station (EFT terminal/cash drawer) in the store to complete checkout and print a receipt.

NTS Retail's shopping cart functionality also supports omni-channel processes. This way, your sales associates can further process and finalize transactions that have originally been created in any third-party system such as the webshop, for example.

NTS Retail speeds up the checkout process itself and allows your staff to fully concentrate on their job as sales consultants.

Short facts

- Highly secure electronic payment processing
- Shopping cart (import transactions from any third-party system)
- Remote access to any printer and POS hardware in the store
- Support of different means of payment
- Single point of service with comprehensive consultancy and sales features
- Maximum security in regard to user errors and fraud activities
- Enabling omni-channel processes
- Support of all common in-store telco processes
- In addition to fixed counters rely on mobile staff-customer interaction

Self-Service/Checkout

SAVE YOUR CUSTOMER'S VALUABLE TIME

Using NTS Retail's self-service/self-checkout solution, your customers can quickly and conveniently handle transactions without any further assistance from your shop personnel. It does not matter if your customers want to independently explore your product offers, top-up their prepaid credit or settle an invoice.

NTS Retail enables them to conduct transactions on their own, while accelerating the checkout process. Your sales agents, on the other hand, are able to dedicate more time to other customers who seek detailed advice on a product.

Short facts

- Reduce waiting times and speed up checkout processes
- Autonomous phone credit top-ups
- Independent payment of open invoices
- Easy and intuitive handling
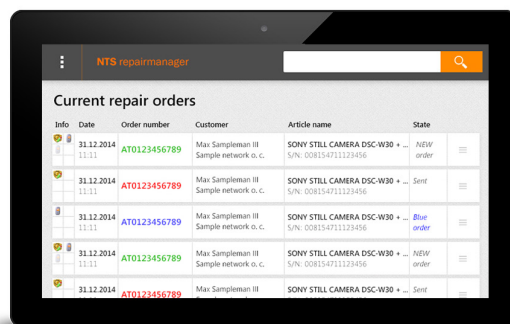- Cost savings due to low administration efforts

After-Sales Services

REVERSE LOGISTICS AND REPAIR MANAGEMENT

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 convenient handling of product returns and repair orders. Customers can proactively monitor the repair process via e-mail, text message or regular mail as soon as the status of their repair order changes.

Short facts

- Central management of all repair processes
- Transparency regarding the repair progress for customers, stores and service centers
- Returns & exchanges, warranty checks
- Goods returns and exchanges based on reference transactions
- Serial number tracking and validation
- Seamless integration with the POS

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.