# Retail
# Management

*GAIN CONTROL OVER
ALL YOUR RETAIL
OPERATIONS*

# 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

# Retail
# Management

> *CHANNEL MANAGEMENT*

> *PRODUCT CATALOG*

> *PROMOTIONS MANAGEMENT*

> *RETAIL ANALYTICS*

NTS Retail provides versatile control over the entire scope of retail operations. Customer engagement processes can be managed across your sales channels through a unified interface. With NTS Retail, you will be able to centrally configure required store and POS settings as well as to manage your product range.

Thanks to a highly flexible promotions engine with a multi-level price list matrix, discount options and cross-selling functions, campaigns can be implemented quickly and efficiently.

Our integrated retail analytics component provides real-time insight into all customer engagement activities, goods transfers and sales performances for precise business decisions. NTS Retail combines continuous customer-focused, channel-spanning processes across online and physical customer touchpoints, allowing you to follow existing and implement new omni-channel strategies.
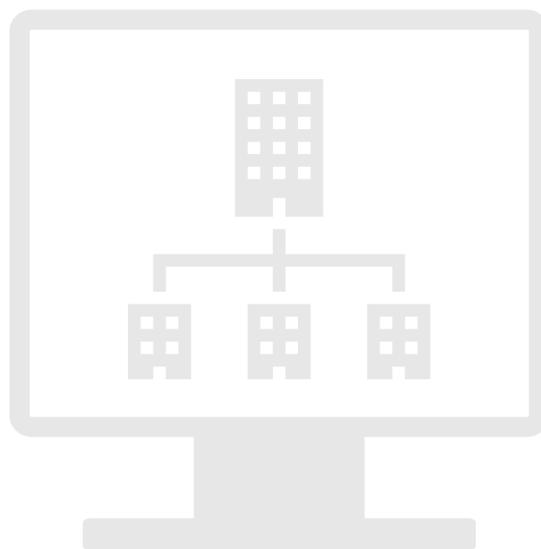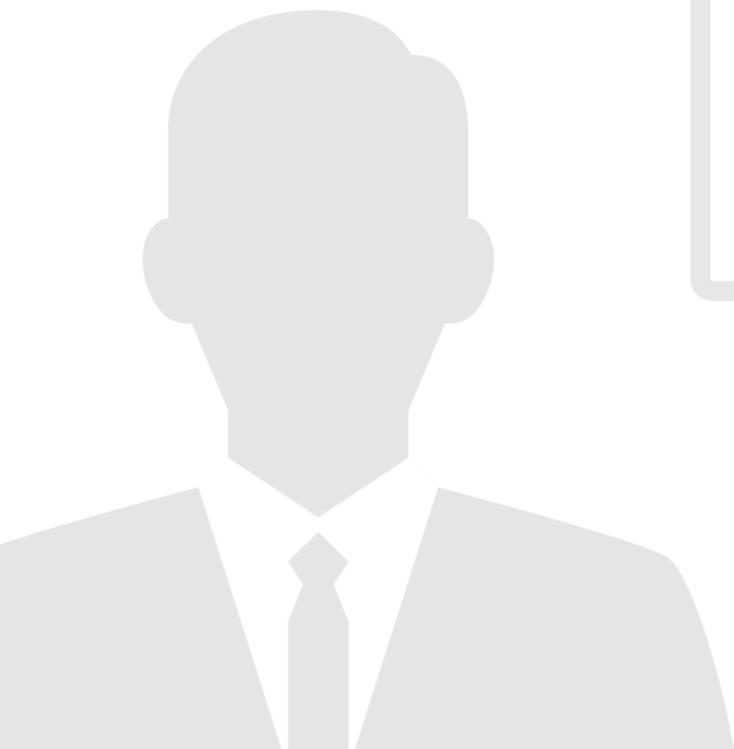
# Channel Management

*UNIFIED CONTROL OVER
ALL SALES CHANNELS*

A major challenge for telcos lies in unlocking the best of both, their online and offline selling worlds: They need to cater to digital natives by providing an engaging online environment, while still maintaining an appealing presence in retail stores.

NTS Retail enables centralized management of your sales channels that draws upon unified data and processes provided by our own commerce platform or external BSS components. Omni-channel connectors seamlessly interlink stores with online channels and all other customer touchpoints, ef-

fectively providing the foundation for a true omni-channel experience.

NTS Retail provides maximum scalability to support you in your business growth and flexibility to adapt your store management to constantly changing retail structures. By supporting localization and world-wide fiscalization requirements we perfectly support you in opening up new sales regions and engaging in new business models — of course always keeping your store management under centralized control.

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**Short facts**

- Central administration of large retail networks

- Unified view on products, promotions, customers, stock levels, etc.

- Consistent customer interactions across all touchpoints
  (eShop, own stores, partner stores, service center, etc.)

- Gain revenue due to cross-channel sales, consultative selling
  and new customer service offerings

- Multi-language and multi-currency support

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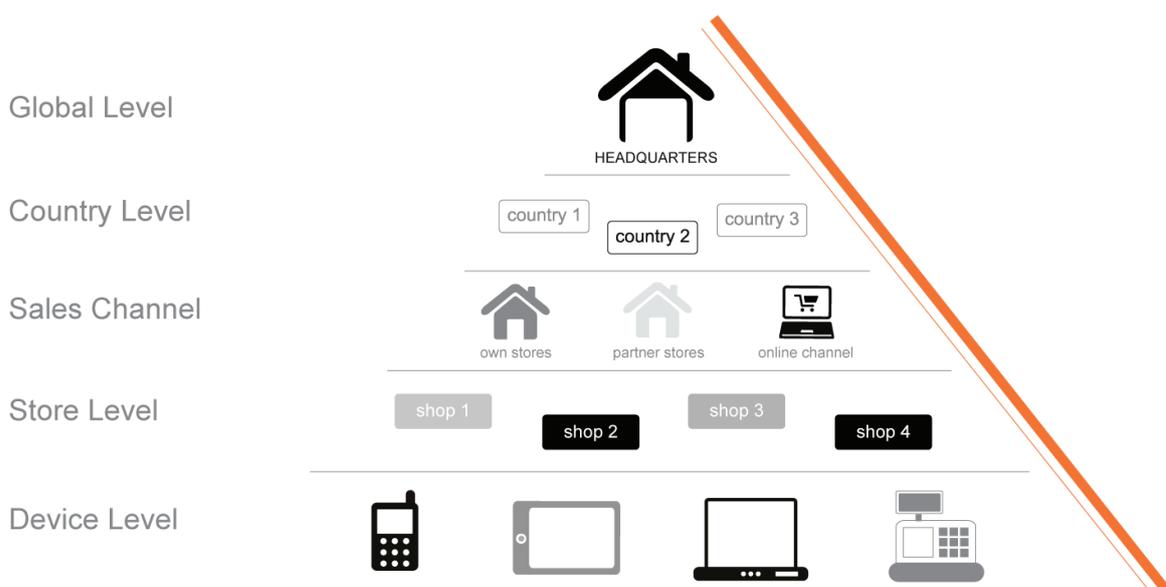
# Product Catalog

Centrally manage your entire product catalog within the NTS Retail system. Easily add products, descriptions, marketing information, digital assets, catalog-specific pricing parameters, product options and attributes as well as product-related media information in just a matter of clicks. NTS Retail includes features to comfortably manage a CSP's product catalog, allowing for a simplified handling of bundles, services, pricing plans, subscriptions, prepaid services, gift cards and more. Our solution is designed for multi-tenant enterprises and can be deployed for multiple vendors, sub-sites and teams.

**Short facts**

- Centrally manage your entire product catalog
- Define categories, attributes and shipping options per product
- Manage descriptions and media content
- Numerous pricing parameters
- Configure price plans/services and their dependencies
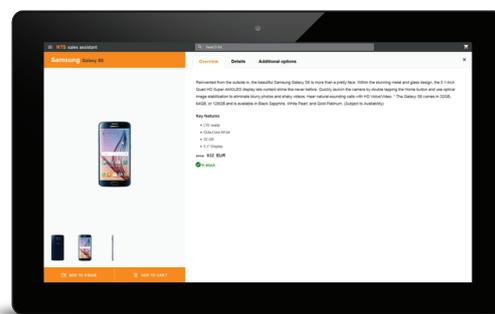


# Promotions Management

NTS Retail provides you with the necessary freedom and flexibility when it comes to designing your sales, discounts and cross-selling campaigns.

Target your customers with NTS Retail's powerful rule-based promotions engine. Configure and bundle your offers based on numerous criteria like items, attributes, customers and seasons. Easily combine existing conditions and sub-conditions to craft individual promotions. In addition, NTS Retail offers an elaborated and highly automated discount and voucher handling to fully support your loyalty programs while providing high-level security against fraudulent activities.

**Short facts**

- Rule-based promotions engine
- Highly secure discount and voucher handling
- Coupon code management
- Drive up- and cross-selling
- Quick implementation of promotion campaigns

# Retail Analytics

*GAIN INVALUABLE*
*CUSTOMER INSIGHTS*

NTS Retail's analytics component provides your management with an overall view of what exactly is going on across your sales channels. Obtain real-time insights on your retail performance for precise business decisions.

By capturing sales KPIs, stock analyses and customer-staff interactions across your customer touch-points NTS Retail delivers crucial pieces of information that enable you to better understand your customers and their path to purchase.

Thus NTS Retail perfectly supports your teams in targeting their promotions more precisely, timely reacting to current market changes and adapting running campaigns in a highly dynamic way.

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**Short facts**

- Customer behavior analyses

- Analyses regarding in-store experience, workflows and the performance of your staff

- Calculation of order quantities based on current sales figures and trends

- Accurate return figures

- Flexible control over running campaigns

- Standard and customized reports

- Possibility to carry out cross-branch analyses

- Optimization of marketing decisions

- Rapid responses to current sales trends

- Definition and analysis of key figures and certain targets

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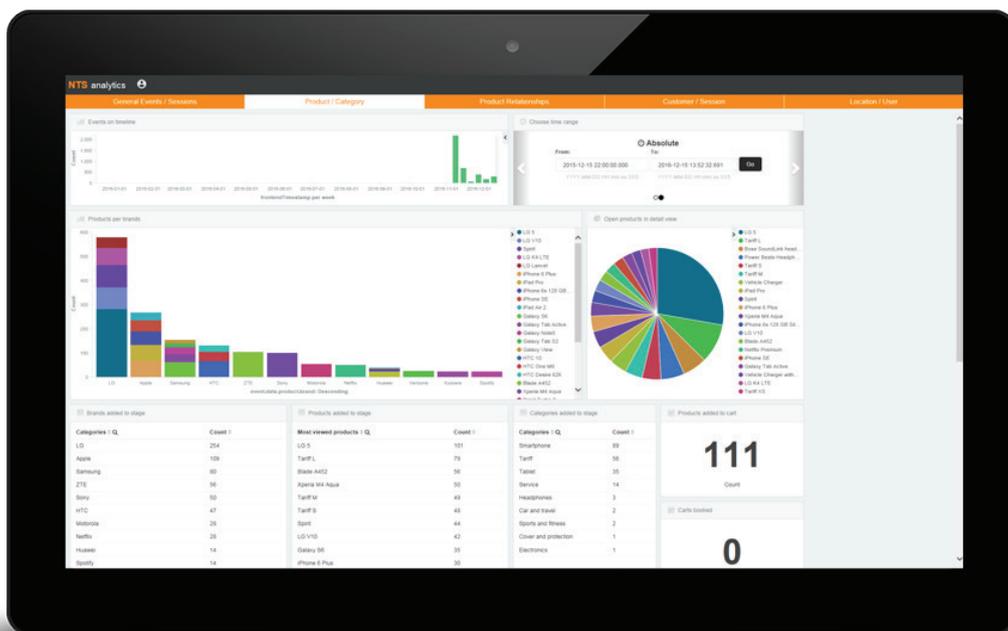
# NTS Retail

*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.