



Optimize Your Retail Environment

| Whitepaper

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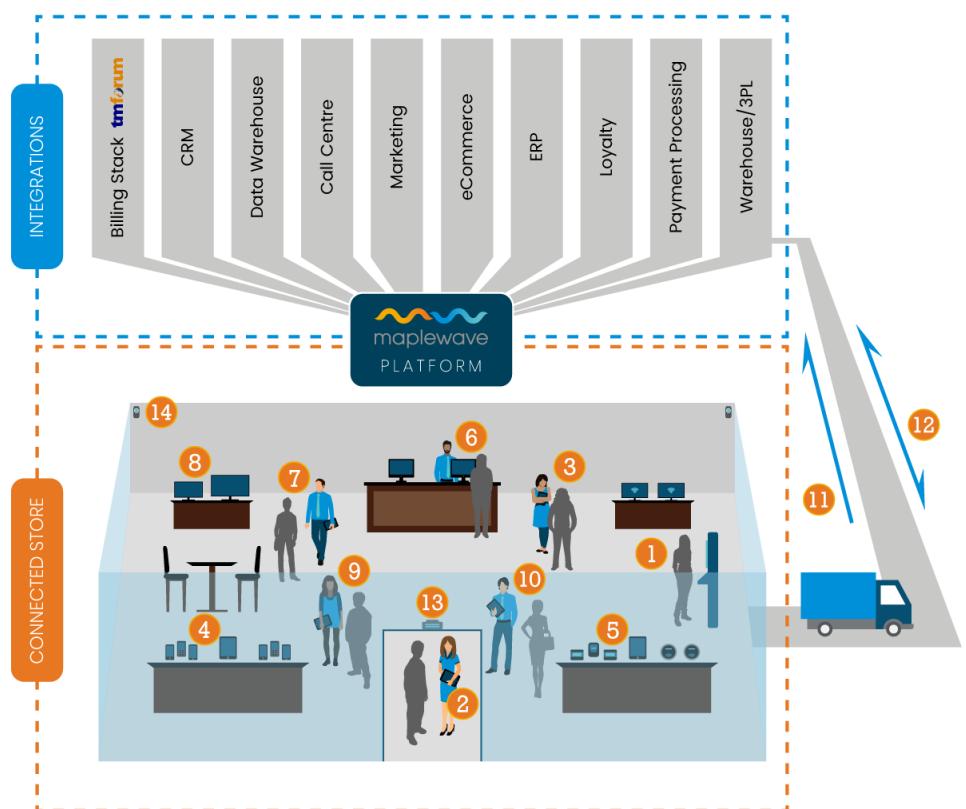
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Optimize Your Retail Environment

Maplewave's Retail Platform is an end-to-end integrated solution that optimizes and aligns the retail environment across a number of areas, including:

1. Customer Experience
2. Retail Operations
3. Customer Relationship / Operational Management
4. Product Catalog & Offer Management
5. Business Intelligence
6. Simplified Solution Delivery



Unparalleled Customer Experience

Maplewave views the customer experience across four phases:

- Engagement
- Pre-sales
- Order completion
- Post-sale

We provide a solution that maximizes customer impact and profitability across all four phases.

Communications Service Providers (CSPs) that address all four phases with an integrated solution demonstrate consistently higher profits, better NPS scores and lower churn.

Phase	Description
Phase 1 Engagement	<p>Who entered your store? Why did they come? Why did they leave? How long did they wait? Were they converted from one product/service to another? What was their total customer experience time? Were they assigned to the right Sales Executive?</p> <p>These are questions that can't be answered under the current solution suite. With our platform, this data is provided in near real-time.</p> <p>Maplewave Engage manages the entire customer interaction from the time they enter the store until they're served by a Sales Executive and makes sure it's the right Sales Executive.</p> <p>This is the first step in acquiring conversion data; this is the first step in knowing your customer.</p>

<h2>Phase 2</h2> <p>Presales and Mobile Self Service</p>	<p>Once a customer has been properly assessed and managed, they're assisted by a Sales Executive to take them through the sales or customer service process.</p> <p>Maplewave Engage is also a presales tool (or deployable in a self-service environment) that's mapped to the product catalogue. It helps guide the sales process through the optimum route to align a customer with their needs. Throughout this process, it will build a sales basket that can be processed through the tablet or completed at fixed terminal.</p> <p>Engage can assess customer needs through configured rules and map devices to relevant plan options and accessories. If you don't carry a full complement of accessories, the tool can provide an "endless aisle" option and allow customers to select and pay for products to be delivered shortly after their purchase.</p> <p>In a self-service environment, customers can create a basket to be finished at a fixed terminal or alert a Sales Executive when they are ready for assistance.</p>
<h2>Phase 3</h2> <p>Order Completion</p>	<p>Order completion goes beyond just tendering a transaction. Companies who excel in order completion execute flawless single-entry processes, limit interfaces and automate pricing and promotion management.</p> <p>Regardless of whether the order originates from Engage or Transact, we ensure a single-entry process with no opportunity for stepping outside of the business rules set by the product catalogue and user access controls.</p> <p>We provide a single-view of the customer, so all interactions provide a 360-degree view to facilitate better service and retention management. When completing the order using Transact, the system can automatically drive special discounts and promotional offers to</p>

	<p>specific customers based on their profile and system-driven “next-best activity”.</p> <p>If a contract is being signed, Mapleave Paperless is used to digitally capture the signature on a workstation or tablet. The automated signing workflow means a signature will never be missed again. After signing, the contract is encrypted, and a copy can be emailed to the customer. Paperless can also store relevant pieces of ID, or sign and store other important documents, such as Walk Out Working, portability, direct debit, TYSK and receipts.</p>
<h2>Phase 4</h2> <p>Post-Sale</p>	<p>We offer excellent tools to continue the conversation with your customers post-sale. CSPs that lead their markets have the lowest churn and highest NPS scores. This means touching customers in a timely manner and providing them with the tools to get needed account information related to services and billing.</p> <p>This information empowers CSPs to create campaigns that target customers based on their usage and product/service portfolio; this can drive upsell, reduce churn and demonstrate to customers that the CSP understands their needs.</p> <p>Empower Sale Executives to reach out to customers based on predictive analytics. Leverage our powerful tools that provide scripts and clear success paths based on customers’ profile, spend and portfolio.</p>

We create a closed loop around customer experience that makes customers and Sales Executives feel empowered, supported and safe. CSPs will own the conversation and have confidence that the right things are being said at every critical customer touchpoint.

Traditional Store Model

Traditional stores suffer from disconnected systems that deliver an impersonal, slow, frustrating customer experience:

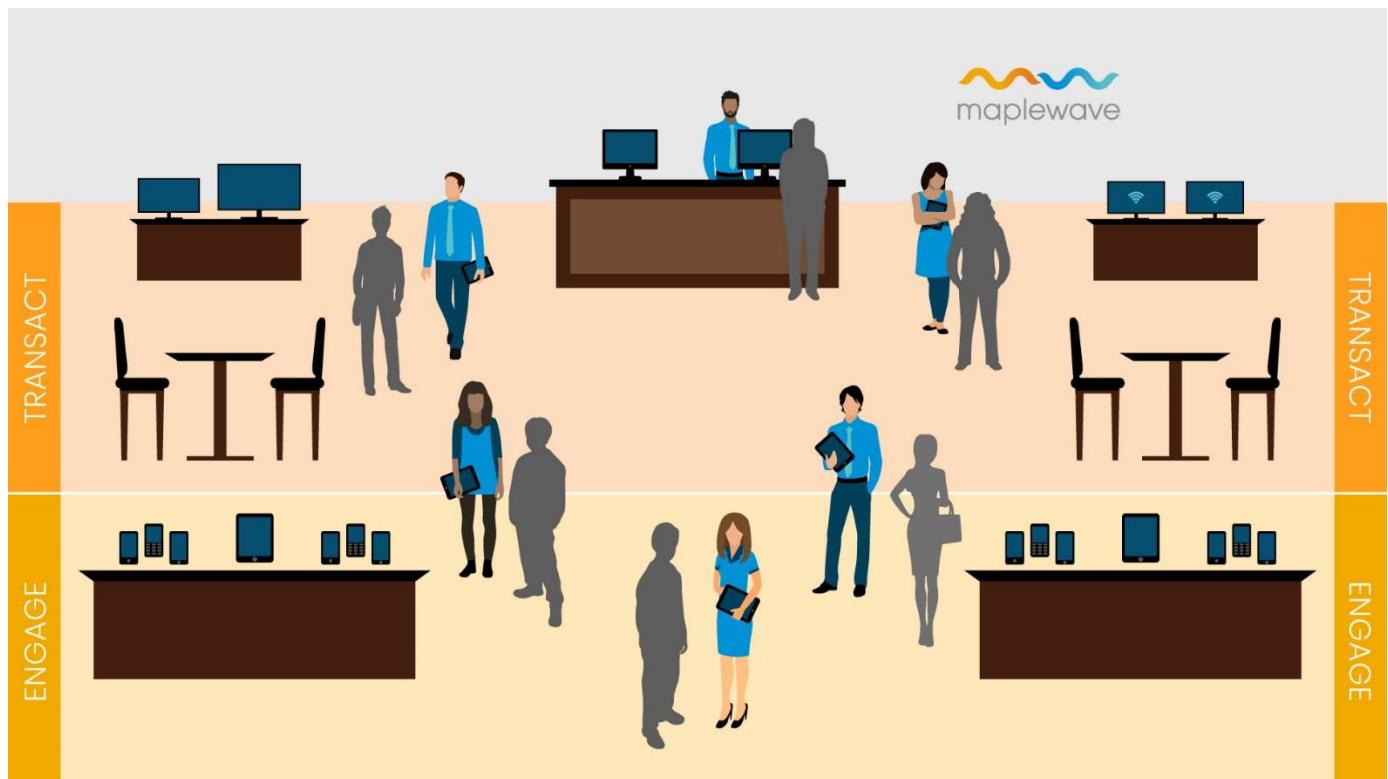
1. Lack of integration across the retail footprint.
2. Insight selling is not possible on the floor.
3. Integrated mobile sales not currently possible.
4. No analytics covering the entire customer journey.
5. Not effectively prioritizing existing clients through early qualification.
6. Difficult-to-manage rules around queue management.
7. Large queues at the point of sale(s).



Maplewave Experience Model

With the Maplewave Platform, there's no struggle. Our systems are mobile and easy to use, and they connect your sales reps, stores and supply chains into a seamless customer experience:

1. Integrations at all touchpoints in retail footprint.
2. Sales tools empower the sales process.
3. Insight selling is enabled.
4. Sales person freed from counter.
5. Integrated for mobile sales.
6. Robust analytics of customer behaviours.
7. Streamlined queue management.
8. Early detection of existing customer.



The Platform

Our integrated retail management platform is specifically designed for the various requirements of the wireless carrier. Our modular, end-to-end integrated solution unites all aspects of the wireless retail environment and gives carriers visibility into their entire distribution channel.

Our best-in-class platform transforms our customers into industry leaders through enhanced customer experience and give them unparalleled insight into every aspect of their retail operations. All five modules work seamlessly to deliver a superior customer experience from start to finish.

- **Engage:** A tablet-based solution that captures customers' reasons for visiting, places them into a queue and helps them build their orders anywhere in the store – all without being tethered to a POS counter.
- **Transact:** The cornerstone of our suite, its robust capabilities include point of sale, quote and order management, commissions and more. Dramatically improve sales performance through real business process integration across all aspects of your business.
- **Supply:** Our inventory and product lifecycle management module addresses the lifecycle volatility of wireless products through comprehensive supply chain visibility and controls. Provides a reliable method for forecasting and decision making.
- **Paperless:** Digitally sign, seal, store, verify and retrieve all documents related to a customer transaction with virtually no change to existing in-store procedures. Its flexible, secure framework provides improved security over the existing paper process, as well as operational efficiencies.
- **Insights:** Presents complex business concepts in a beautiful suite of dashboards that help executives drive business decisions. Presents real-time data on key performance indicators to take the guesswork out of retail performance.