



Omni-Touch

*THE OMNI-CHANNEL
SOLUTION FOR
TELECOMS*

The omni-channel solution for telecoms

Learn more about the following topics:

- 1 *A UNIFIED BRAND EXPERIENCE ACROSS ALL CHANNELS*
- 2 *CHALLENGES IN OMNI-CHANNEL COMMERCE*
- 3 *OMNI-TOUCH – THE TELCO COMMERCE PLATFORM*

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 omni-channel 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 online and classical retail must be identified and the following challenges must be addressed:

- Having one view on customer orders, inventory, pricing, loyalty, etc.
- Reducing knowledge gaps and skill restrictions of employees in regard to services/products, workflows and customers
- Using common commerce features (e.g., uniform prices and promotions)
- Tracking conversion rates across different channels and sources, thus blurring the lines between online and classical retail sales performance
- Consistently tracking customer interactions across different channels and sources
- Providing your customers uniform offers across all channels

Omni-Touch

THE TELCO COMMERCE PLATFORM

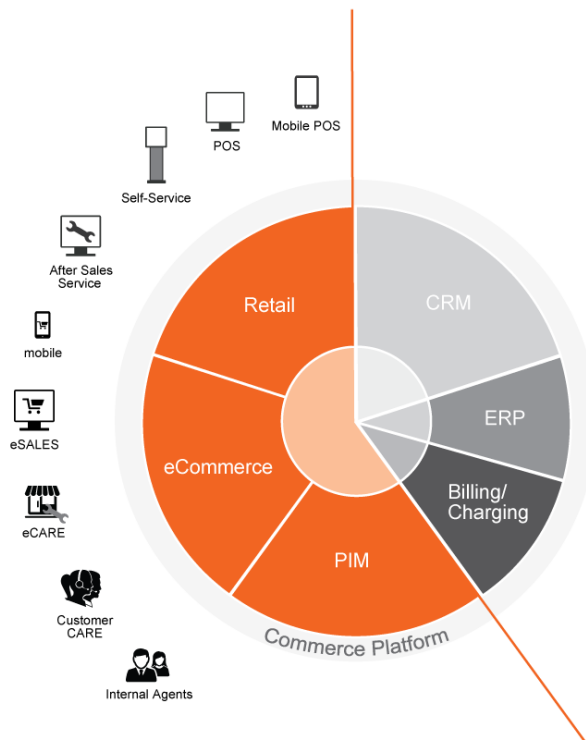
NTS Retail and Emeldi, two leading providers of telco store solutions and telco digital commerce, have joined forces to create an omni-channel platform dedicated to the specific needs of CSPs. NTS Retail and Emeldi's Omni-Touch constitutes a powerful omni-channel platform that seamlessly interlinks your stores with your online world to maximize the potential of both.

Our cutting-edge omni-channel platform enables you to put your customers in a central stage and creates an entirely new level of customer experience that our digital age calls for.

Everything in one place — one single portal for all telco sales processes

The Omni-Touch commerce platform provides major components to cover end-to-end customer engagement processes while focusing on simplifying the overall E2E architecture required for supporting these services.

With a single telecom “omni-channel-in-a-box”, Omni-Touch inherently links back-office management systems and customer touchpoints with minimal noise arising from interoperability between heterogeneous software systems.



A single portal for telco sales processes

The NTS Retail and Emeldi Omni-Touch commerce platform for telecoms perfectly covers industry-specific customer engagement processes such as order entry, upgrade eligibility, billing-process execution, top-up and quadruple play. It enables you to run any omni-channel use case, no matter if your customers buy or make a reservation online and then pick up the goods in any store (“click & collect”), return a product they bought online in your store or want to have a product they bought in your store directly delivered to their home address.



buy or reserve online



pick up at any store



buy online



home delivery



buy in a store



home delivery

Your benefits at a glance:

- Accurate and consistent real-time information about products, services and customers, natively across all channels; leading to better customer service and high customer loyalty
- 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

Emeldi

KEY FACTS

The Emeldi Group with offices and staff in four countries is a leading provider of digital commerce solutions to the telecommunications, financial and utilities sectors.

Emeldi's mission is to help its enterprise customers achieve excellence in digital business and eCommerce through deployment of modern and flexible integrated solutions. The Emeldi Group offers scalable and flexible digital commerce solutions that meet the needs of large and midsize enterprises in B2C and B2B markets. Emeldi Commerce® is empowering companies to increase sales and create outstanding customer experiences across multiple digital sales channels, thus providing a true end-to-end omni-channel interactions lifecycle with customers.

recommended by **Gartner**.



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NTS Retail

KEY FACTS

NTS Retail provides high-end retail management and in-store solutions for telecoms.

More than 300 successfully completed retail projects and 30,000 store installations worldwide make us a top-level solution partner for retail management, store transformation and customer engagement.

In more than 20 countries leading telco brands trust in NTS Retail solutions and services in order to:

- harmonize their distribution channels
(own shops, partner stores, omni-channel, etc.)
- increase sales efficiency and the quality of service at the point of sale
- optimize their inventory management

recommended by **Gartner**.



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