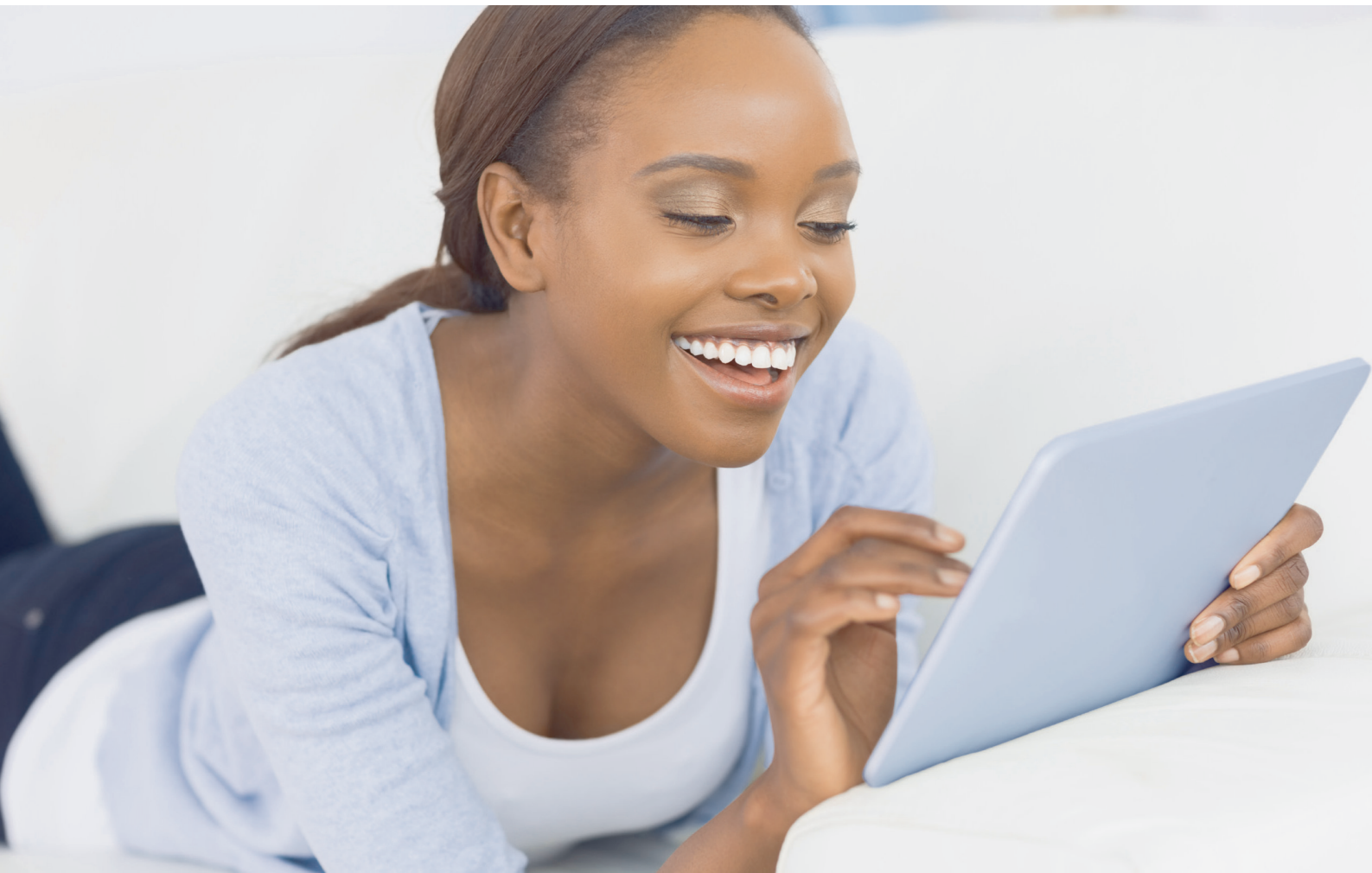




Emeldi Commerce® Omni-channel Platform

*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 *A TRUE TELCO DIGITAL 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 Telecom operators have long recognized the intrinsic value of understanding their customers' shopping behavior. They understand the need to meld the virtual and the physical selling worlds.

By creating a smooth, consistent experience across all customer touchpoints, Telecom operators can enjoy massive improvements in generating more sales through increased purchasing options and customer productivity. Omni-channel digital commerce is the key.

Challenges

IN OMNI-CHANNEL DIGITAL COMMERCE FOR TELECOMMUNICATIONS PROVIDERS

Imagine a single platform which enabled a Telecom operators to call itself a true omni-channel player. This platform would provide the functionality governing the entire set of interactions between Telecom operator brands and their end-customers:

- making purchases online
- making purchases in a physical store
- managing accounts online
- managing bills
- interacting with the Telecom operator brand via mobile devices
- interacting with customer call centers
- assisting sales for sales representatives
- assisting technical support for technicians
- providing full CRM functionality across all the above channels

By providing this functionality through a single application, Emeldi Commerce® is a disruptor in the market for telecom sector-specific digital commerce; not a single software product on the market has been architected and designed specifically to address the needs of Telecom operators from its very inception. This is Emeldi's key differentiator.

Emeldi Commerce® tackles the barriers between online and classical commerce by addressing the following challenges:

- 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
- Consistently tracking customer interactions across different channels and sources

Simply put, Emeldi Commerce® is commerce for the next generation-customer-centric Telecom operator.

Emeldi Commerce® Omni-channel Platform

THE TELCO COMMERCE PLATFORM

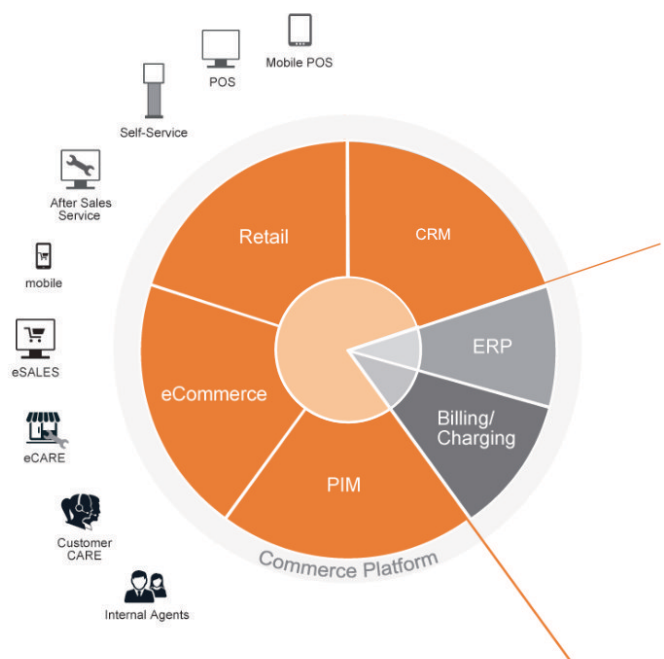
Emeldi's Omni-channel Platform seamlessly interlinks Telecom operator stores and support centers with the online and mobile worlds to maximize the potential of both.

Our cutting-edge omni-channel platform enables Telecom operators to put customers on the central stage creating an entirely new level of customer experience that next-generation digital commerce calls for.

Everything in one place — one single platform for all telecom customer interaction processes

Emeldi Commerce® Omni-channel 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”, Emeldi Commerce® Omni-channel Platform inherently links back-office management systems and customer touchpoints with minimal noise arising from interoperability between heterogeneous software systems.



A SINGLE PORTAL FOR ALL TELECOM DIGITAL COMMERCE PROCESSES

Emeldi Commerce® Omni-channel Platform for Telecom operators delivers perfect coverage of industry-specific customer engagement processes such as order entry, order execution, guided sales, billing-process inquiry, and full scope of customer support functions.

It enables Telecom operators to run any omni-channel use-case, no matter if their 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 a physical store or want to have a product they bought in a physical store directly delivered to their home address.



Benefits for Telecom operators 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 Business Support Systems integration with standard connectors for end-to-end telco processes such as order management, charging/billing, service 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
- Accelerated time 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 commerce 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 its clients 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 their end-customers.

recommended by **Gartner**



Emeldi Group