FOR A MORE PERSONAL TOUCH

4 ways automating your telecom storefront drives customer happiness and sales
You know the feeling. When long lines and busy employees make you want to walk right out of the store without buying a thing. But here’s the deal: More than half of telecom retail associates say they have too many tasks and too little time to help customers.*

What to do? Put the power in your customers’ hands. With self-pay kiosks, self-directed product guides and personalized offers, you’ll bring walkaways to a standstill—and run up your store’s revenue.

Read on for 4 steps that’ll make it happen:

Let some customers help themselves

The key word here is some. So, which customers call for a hands-off approach? Easy. The ones making everyday transactions.

About 1 in 3 transactions in the telecom store are routine. Think paying a bill or replacing a SIM card. These customers don’t need one-on-one help from an associate—and certainly don’t want to wait around for one to become available.

After telecom stores install a bill payment kiosk, NCR research shows a 2-5% increase in revenue. That’s likely due to fewer customers walking away out of frustration and more help from associates when it’s needed. Plus, routine transactions average just 2 minutes instead of 7 minutes.

42% of consumers shopping for mobile service don’t know which provider they’re going to choose. Redirect associates to this customer for an easy win.

Mobile Movement Study, Google/ThinkTech: How consumers shop for wireless phones.

With self-service, you can:

- Accept payment by cash, credit card, debit or check
- Let customers compare and learn more about products (with an info kiosk)
- Add an option to dispense SIM cards
Give shoppers the right idea

Inspiration can strike where you least expect—especially when something new catches your eye.

That’s why in-store interactive signage can dramatically increase unplanned purchases: **47% of customers remember seeing an ad on a digital sign.** Plus, when you go digital in your store, there’s no signage or stickers to print, distribute, put up or take down.

When choosing digital signage, software plays a huge role. Give preference to tools that require little training and make it easy for staff to quickly update signage based on the latest promotions. The best software will let you schedule content in advance.

Don’t forget to upsell and cross-sell across all channels. As customers browse, interactive software can offer promotions, additional services and accessories. For a final impression, add customized messages to your customer’s receipt—and leave them wanting more.

20% of consumers buy impulsively from unplanned categories. Give them a little push with in-store signs and kiosk ads.

*Arbitron Digital Signage Study.

Everyday made easier™ with NCR Telecom Storefront Solutions
Smooth out the busy times

You can’t control when your store is busy, but you can do something about how you operate during peak hours.

Start from the outside in. Take some time to look at the bottlenecks in customer service and other transactions. You may want to enlist some consultants for help. Focus on how you:

• Manage customers waiting in line
• Provide product information
• Prioritize customer needs
• Accept bill payment

Cut wait time in half by adding a queue management system (QMS) for store check-in.* Customers simply enter their name or phone number when they arrive. When consumers book and manage their own appointments, no-shows are reduced from 40% to as low as 15%.

A QMS can even connect to your CRM data so that associates can see who’s in the store, deliver a more intimate experience—and make sure to prioritize high-value customers, such as those nearing the end of their contract.

*Customers who used the NCR Queue Management System reduced wait time by 50%.

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Get personal

Do you know who your customers are and what they like? Chances are much of that data is locked away in your CRM software. Your best associates know how to use that information—which products a customer prefers, how far into her contract she is, how much data he uses—to upsell and cross-sell. Automate this process to see even better results.

Research shows that customers don’t mind promotions—they just want them targeted to their interests.*

Take advantage of routine transactions—like paying a bill or checking into the store—to suggest special deals and other offers your customer might like, based on information from your CRM. These targeted offers can really boost subscriber loyalty and ARPU.

Oh, and speak your customer’s language—literally. If you use kiosks, make sure your software can tap into customer data to give instructions and offers in your customer’s native language.

86% of shoppers are more likely to do business with retailers that let them control how they interact.

*NCR Buzzback Survey.

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As you consider improvements—both minor and major—to your telecom storefront, compare these NCR solutions to others in the market. We serve 8 of the top 10 telecoms and OEMs and provide consulting, installation and support around the world. Here’s some of what we have in store:

<table>
<thead>
<tr>
<th>NCR SelfServ Multifunction Kiosks</th>
<th>NCR Netkey Digital Signage and Kiosk Solutions</th>
<th>NCR Storefront Consulting Services</th>
<th>NCR Queue Management System</th>
<th>2ST Receipt</th>
<th>NCR Mobile</th>
<th>NCR APTRA™ eMarketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let customers pay their bills, look up product information or purchase SIM cards, all at their own pace and without help from an associate.</td>
<td>Easily schedule or update promotions on in-store digital signage and kiosks.</td>
<td>Improve queue management and customer triage while expanding opportunities to cross-sell and upsell.</td>
<td>Allow customers to check into your store, then pull information from your CRM to prioritize high-value customers.</td>
<td>Add customizable messages to receipts with two-sided thermal printing.</td>
<td>Seamlessly integrates account services, bill payment and other transactions via mobile device.</td>
<td>Enables cross-channel marketing and messaging.</td>
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Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 450 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.