Customer Self-Service

DRIVE SALES IN BUSY RETAIL ENVIRONMENTS

USE SMART AUTOMATION TO STREAMLINE STORE PROCESSES

How many consumers visit retail stores with the intention to buy, but ultimately leave due to excessive waiting times?

Especially in consultation-intensive verticals, retailers seek out innovative ways to focus on their customers and provide them with excellent consulting, ideally without causing annoying waiting times for regular shoppers.

One way towards this goal lies in unlocking self-service capabilities for simple use cases. Particularly in specialist retail stores, a large portion of customer transactions can actually be shifted to digital self-service touchpoints.

The integrated self-service kiosk solution by NTS Retail and Pyramid Computer has been designed to enhance the in-store customer experience and drive sales in busy sales environments. It offers a great way of providing your customers with a possibility to conveniently perform the desired action on their own, so they do not have to wait until a sales agent is available to assist them. This allows for waiting times to be reduced significantly, while also enabling store-based sales outside of the operational hours. Your staff will be able to focus on providing top-notch consulting, as most simple yet tedious tasks can be offloaded to smart automation.

1. Key benefits

Avoid waiting times & long queues	Drive NPS and boost revenue	Create an omni-channel experience	Open a new revenue stream	Obtain new store insights
Save your customers valuable time by letting them perform simple transactions on their own	Free your sales agents for first-class consultations and empower them to increase conversion rates	Rely on a seamless integration to your backend systems for a seamless service experience	Enable your customers to consume your services on the go and outside your opening hours	Make use of deep insights into user behavior and store performance by tracking all relevant interactions

2. Fully automated customer onboarding for specialist retailers

The self-service kiosk offers a wide range of functionalities for specialist retailers such as telecom operators. Customers are able to top up prepaid plans, pay bills or purchase vouchers autonomously right at the kiosk. An integrated SIM card dispenser and a document scanner to scan the customer's ID (e.g. a passport) automatically complete the picture. This way, the complete onboarding process for new customers can be performed autonomously using a self-service touch interface.

Predefined workflows and an intuitive interaction design elegantly guide your customers through the entire transaction. By significantly accelerating customer transactions, NTS self-service helps you resolve the issue of annoying waiting times at your retail stores with a major impact on customer satisfaction.

3. Increase sales rates in highly-frequented stores

NTS self-service unlocks great cost saving and revenue potentials within your retail stores. By automating and accelerating sales and billing processes, our solution helps free your sales agents to dedicate more time to those customers who really need their attention. This results in improved customer satisfaction as well as in increased retention rates.

The sample calculation below illustrates potential time savings in the case of bill payment transactions but can just as well be applied to top-up transactions or accessory sales.

Bill payment transactions per year	Average time for a bill payment transaction at the POS	Self-service bill payment rate	Total time savings for sales agents (more time for your customers)
600,000	3 min	70 %	21,000 hrs

4. Create new revenue stream

NTS self-service also allows you to offer your services to customers on the go — anywhere and at any time. Set up at your retail storefront or in strategically important spots in and outside of your stores, our self-service solutions enable your customers to perform transactions right away — even outside of regular opening hours.

5. The hardware

The bespoke order terminal, polytouch® 32 passport, can be equipped with a thermal printer, 2D scanner, chip & pin payment device, NFC reader and an automatic half-sized SIM card-dispenser.

The small footprint and the minimal installation depth as well as its various mounting options (wall-mount / single or double version on a pedestal) of the self-service kiosk allows flexible use. Each kiosk solution is unique and will be built to customers' requirements, coordinating perfectly with its brand design, and with all necessary security certificates and approvals.

Another key feature of this self-order terminal is the unique plug & play PC-Box, which requires only one cable for the entire system. The video signal reaches the screen via a plug-in card, which eliminates the need for additional cabling at this point. The configurable PC-Box can be equipped with Intel® Core™ i3-i7 processors.

To make the order kiosk visually unique, it can be covered with a wood panelling.

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About NTS Retail

NTS Retail is a specialist provider of retail solutions with a clear focus on the telecoms industry. Building on a strong expertise from more than 350 retail projects over a span of 21 years, we design our solutions around the specific requirements of leading telcos. NTS Retail perceives digital queuing as a major driver in improving the in-store customer experience (CX).

It contributes as an important part of a well-established omni-channel customer journey. In the short-term, the measure serves to increase staff productivity. In the long run, it's a factor in consistently improving customer satisfaction and customer retention rates.

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About Pyramid

Since 30 years Pyramid manufactures high performance computer systems with its factories in Germany and Taiwan and sales offices in Germany, UK and North America.

Opposite to most kiosk manufacturers, Pyramid builds its own PC technology and touch screens. This high level of component manufacturing enables us to create very slim and elegant, highly integrated, designs, still remaining extremely flexible and easy to maintain. Our screen focus sizes are 24" and 32" and the Pyramid "polytouch®" named kiosk designs are successful in Europe in retail (Marks & Spencer), hospitality and QSRs. As an example in the US, Pyramid ticket transaction kiosks are in use at AMC Theatres. Standard and custom Pyramid polytouch® kiosk solutions are sold via OEM or sales partners, as a bespoke work. We also offer a high accuracy location system, named PLS. The system can locate precisely the position of a person or device in any indoor environment by installing sensors on the ceilings.