



SPARK NEW ZEALAND LAUNCHES COMPREHENSIVE IN-STORE DIGITAL TRANSFOR- MATION WITH NTS RETAIL

Spark New Zealand

- Telecommunications provider in New Zealand
www.spark.co.nz

Product portfolio

- Fixed and wireless telecommunications
- Digital services
- Value-added propositions

Challenge

- Migrating the system architecture from a replication-based system to a centralized database

Solution

- Retail Management
- Customer Management
- Enterprise Stock Management
- Commerce Platform

Benefits

- Transparent stock management
- Future-proof & omni-channel enabled POS solution
- Quick and simple sales processes

Spark New Zealand

New Zealand's largest supplier of fixed and wireless telecommunications as well as digital services counts more than 700,000 broadband customers. Together with its division Skinny Mobile, Spark is also the largest mobile network provider in New Zealand. Thanks to their focus on customer centricity and the aim to deliver a seamless omni-channel experience, Spark New Zealand soon reached the limits of their previous retail solution.

Realizing that, Spark sought to switch to a well-established retail management solution, which is not only easy to use, but also capable of covering emerging omni-channel processes. Due to excellent international references, NTS Retail soon became the

candidate of choice to handle that transition. Working closely with a team from Spark, NTS Retail quickly developed an ambitious concept to carry out in-store digital transformation.

Simple centralized administration of the entire branch network

While the previous POS system relied on a replication system, all 96 Spark Retail Stores and Business Hubs are now connected to a central database, allowing for a drastically simplified maintenance and support workflow. This provides a major advantage, as changes to the master data can now be adopted immediately for all individual shops.

Additionally, sales and finance data is collected and made available for



company-wide controlling and reporting. These functionalities are even more valuable, as Spark also has a franchising network in operation in addition to their own retail stores. As franchisees will also be using NTS Retail's solution, this allows for a better cooperation due to centralized logistics and efficient automatic order handling.

Precise stock overview thanks to web-based stocktake solution

Thanks to NTS Retail's stock management component, Spark New Zealand is now able to rely on an independent, compact resource planning system to handle the entire stock management for their stores. This way, it's easy to keep track of stock levels at all shop locations.

Thanks to the automated processing of more than 55,000 serial numbers each month – in this case through the implementation of digital delivery notes – Spark managed to reduce the monthly processing efforts by 200 hours.

With NTS mobile logistics, our web-based stocktake solution, stocktakes can be carried out directly on the tablet computers used by the sales staff during daily operation. The platform-agnostic tool also enables multiple staff members to work on the same stocktake simultaneously. This way, a shop stocktake can be executed by two staff members within 90 minutes – a major improvement from 3 staff members over the course of 3 hours previously.

Tremendous time savings through order integration

Up until now, data entry at Spark was handled manually within their CRM. With the newly introduced order integration with Spark's CRM, the data is now automatically imported into the NTS sales module during the

sales process. This serves to prevent the majority of errors through incomplete or wrongfully entered sets of data. As data only needs to be entered once per customer and the need for repeat inputs or corrections is mostly eliminated, Spark can save about 30 seconds per customer. Projected on all transactions across all stores, this results in impressive potential savings of 650 hours per month.

Individual splitting of payment methods

In order to meet customer needs, Spark relies on a feature, which allows for the splitting of electronic means of payment. This way, customers can settle their bills using multiple credit cards, debit cards or vouchers.

Click & collect

Ordering the product of choice online and picking it up at the desired store location is a long-standing standard procedure for Spark's customers. Customers appreciate this comfortable way of shopping, especially because of the guaranteed product availability upon pickup, as the click & collect feature comes with a direct connection to the stock reservation service. Additionally, the process helps avoid shipping costs and allows customers to inspect the product before purchasing.

Gained consultation time thanks to e-top-up

The implementation of e-top-up allows for a simplification of typical telco processes. Topping up a customer's prepaid balance is comfortable, easy and can be handled from a single interface. This serves

BENEFITS

650 HOURS

saved each month with CRM order integration

770 HOURS

saved each month thanks to e-top-up integration

200 HOURS

saved each month due to the implementation of digital delivery notes

50% TIME SAVED

during stocktakes by switching to a mobile stocktaking solution

to speed up the entire top-up procedure, which results in faster processing and reduced waiting times for the customers. Additionally, Spark benefits from this feature as the sped-up process results in their staff having more time on their hands to provide high quality consulting. With 23.000 e-top-up transactions per month and an average savings of 2 minutes, this results in monthly savings of 770 hours.

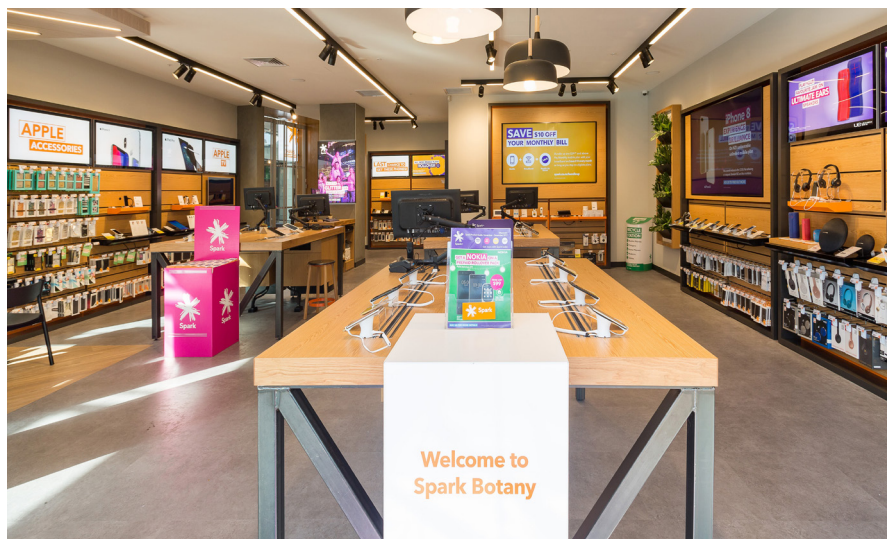
Integration of backend systems

Allowing Spark to use their existing technical infrastructure as much as possible was a key priority while realizing this project. This required integrations with numerous backend systems. Through a middleware, NTS Retail now calls up web services such as CRM, bill payment or eTopup. LDAP integration allows for a simple and safe import of user data (e. g. employee names, user group assignments) straight from Active Directory into NTS Retail's database.

Next steps in the Spark store transformation

With the introduction of NTS Retail X5, Spark has laid the foundation for an extensive digital transformation of its retail outlets. As a next step, additional customer engagement solutions by NTS Retail will be implemented, which will assist Spark New Zealand in satisfying their customers' high demands even more.

In order to complete its omni-channel offering, Spark is planning to introduce self-service solutions covering bill payment and e-top-up procedures. The goal is to allow customers to pay bills and top up their balance autonomously within Spark's shops.



“Providing great omni-channel customer experience is a top priority for us. We understand that for many customers, visiting our stores is an integral part of their individual customer journey. NTS Retail has been an excellent partner for us in our constant effort to improve our customer's service experience.”

Phil Worsley / Tribe Lead, Omnichannel / Spark New Zealand

NTS Retail Key Facts

NTS Retail creates agile commerce software for telecom operators. We help our clients reinvent their retail environment in order to:

- enable true customer-centricity
- boost sales performance
- minimize operational costs

Leading telco brands worldwide rely on NTS Retail to optimize customer engagement, retail management and stock management. They value our expertise, which was refined over more than 20 years with a track record of 350+ successful retail transformation projects.

