

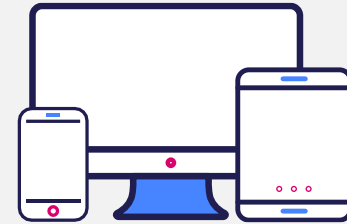
Streamlining Processes Across All Telco Channels



Call Centers



Retail Stores



Website and
Mobile Applications

Use Case | Telco TeleSales



Streamline compliant sales processes and reduce cancellations with visual order summaries and automated workflows.

- **Share images and videos** of devices, accessories and plans with consumers instantly on their phone to increase upsell opportunities.
- **Visual Cart** – Build visual order summaries and automated workflows that dynamically adjust and configure associated sales elements such as products, subscriptions, fees, discounts and associated T&Cs.
- **Stop reading out lengthy T&C's scripts.** Instead, obtain digital consent to the offer summary and T&C's through Lightico to reduce approval time by up to 50%.
- **Instantly collect eSignatures and eForms in-channel** without needing to send consumers to portals, emails or fax. Simply send a signable digital form to their mobile device via text message.
- **Verify customer identity** in real-time to complete KYC and reduce fraud risk.
- **Collect payments in an instant, secure and PCI compliant fashion** without sending customers to IVR's, portals or external payment gateways.



↑ **25%**
Conversions in 1st Call
(Top UK Telco)

↑ **22%**
Net Sales Rate
(Brazilian Mobile Network)

↓ **33%**
Cancellations
(Leading South American Telco)

Use Case | Call Center Customer Service

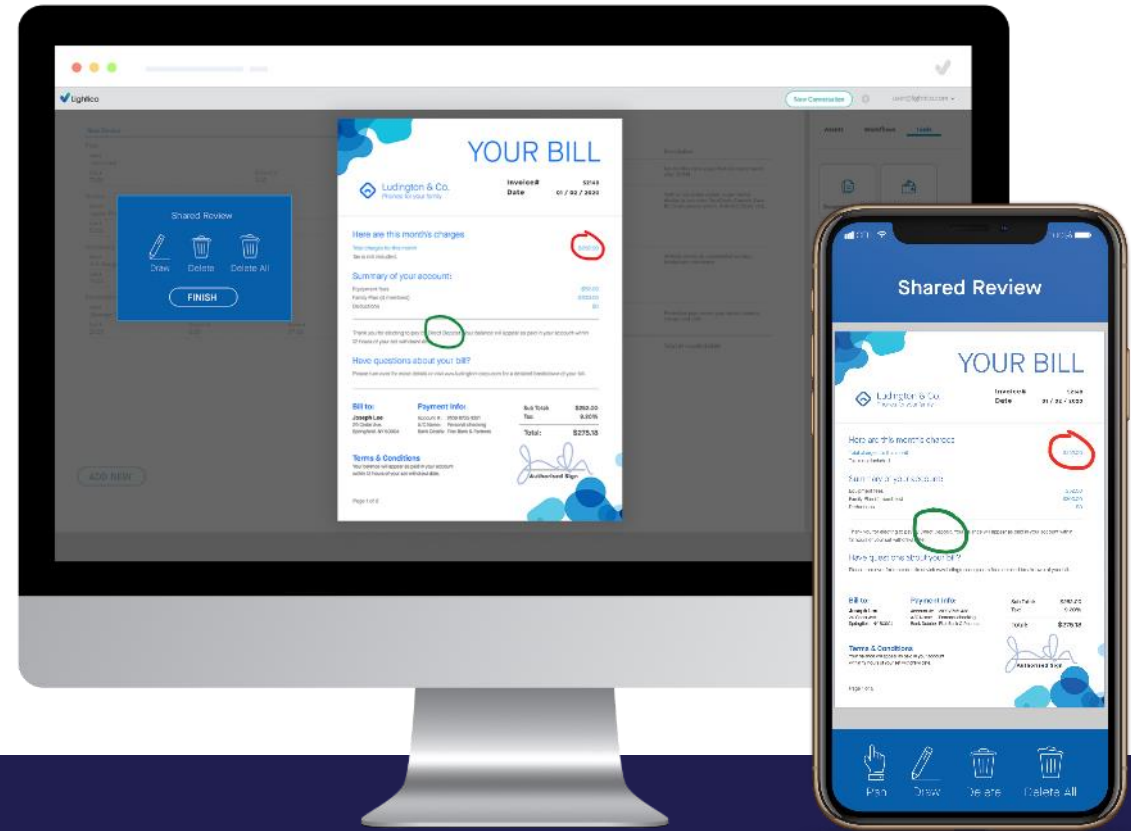


Collaborate with customers in real-time to quickly resolve service requests and simplify troubleshooting.

- **Shared Review** - Review bills and documents with customers in real time to resolve billing issues fast, reduce customer frustration and agent call backs.

Instantly update customer details without needing to send customers to portals, emails or fax. Simply send a web-form to their mobile device and stream the updated data directly to your CRM.

- **Verify customer identity** in real-time to complete KYC and reduce fraud risk.
- **Collect payments in an instant, secure and PCI compliant fashion** without sending customers to IVR's, portals or external payment gateways.



↑ **25%**
First Call Resolution
(Top UK Telco)

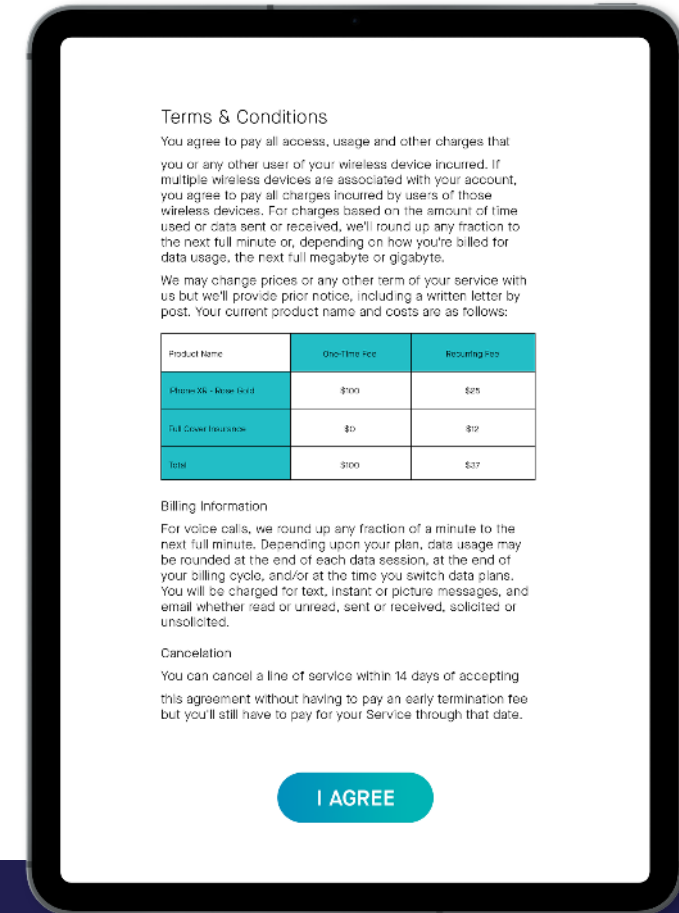
↑ **15%**
NPS
(Leading South American Telco)

Use Case | Retail POS



Improve customer experience in retail stores with streamlined customer onboarding processes.

- **Accelerate retail service & eliminate clumsy paperwork** with instantly completed documents and forms.
- **Visual Cart** - Build visual order summaries and automated workflows that dynamically adjust and configure associated sales elements such as products, subscriptions, fees, discounts and associated T&Cs.
- **Leverage in-store technology to improve experience.** Harness instore tablets or SMS messages to customer phones to complete tasks.
- **Accelerate the completion of consent, signatures and T&Cs effortlessly** at point of sale, freeing time for higher-value interactions



Exceptional
in-store
experiences



Accelerated
in-store sales
processes



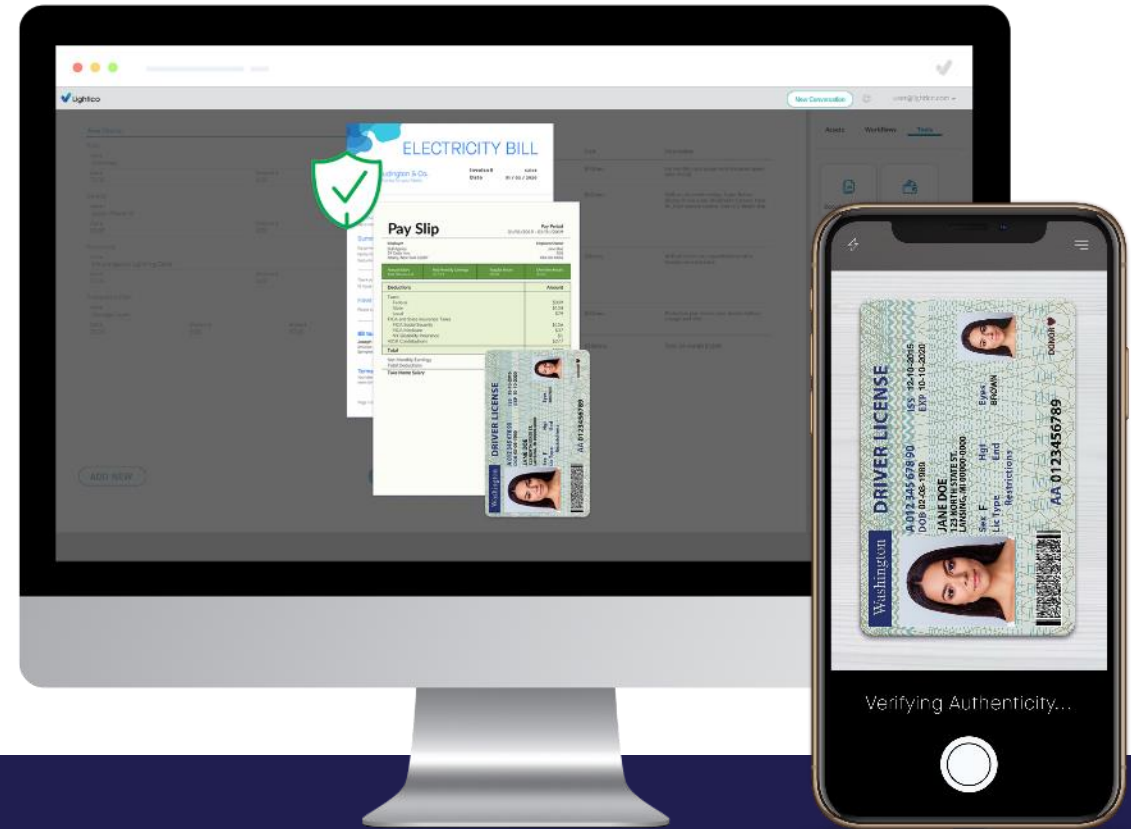
Reduced
operational
costs

Use Case | Embedded Flows In-Site



Enable easy and quick collection of documents, ID, signatures and payments via your website or customer portal.

- **Enable customers to complete and sign forms** in an intuitive and user friendly fashion on your site. Directly integrates with your CRM.
- **Instantly collect documents** from customers during the new customer on-boarding process (ID, proof of income, proof of residence, etc.)
- **Leverage bots** for triggering document completion, signature and payments processes.



Results: Reduced operational costs as a result of deflection to self-service

↑
15%
NPS

Micro-Apps & Capabilities Per Channel



Call Center	PoS	Digital
<p>Service</p> <ul style="list-style-type: none">• Visual Cart – for customers to easily see and agree to their order summary.• Additional remote capabilities: Real time video sharing, Image sharing, product material• Co-view bills to accelerate billing queries - Real time, agent assisted bill review reduces customer frustration and call back.• Instantly collect documents -e.g. change of address, number porting• Collect customer signature <p>Sales</p> <ul style="list-style-type: none">• Identity Verification• T&C's approvals• Collect customer + witness signature• Collect secure PCI payment• Product visualization – in-call Image + video sharing to show and sell devices, accessories etc.	<ul style="list-style-type: none">• Paperless forms and signatures• Instant consent on Terms & Conditions• In-Store tablets or texts to customer phones to complete tasks	<ul style="list-style-type: none">• Embedded forms in the company website e.g. claim form, number porting• Embedded Payment• Identity Verification• Redirecting offline channels (billboards) to a specific workflow• Complete end to end documents in online acquisition• Simplify compliance requirements - Immediate sign off and consent for devices ensures efficient compliance