



Customer Journey in Telecom Retail

Digital tools for smarter customer flow, reduced wait times, and improved in-store service experience.

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Key Industry Challenges in Telecom Retail

Despite high walk-in traffic, many telecom stores underuse simple digital tools that could improve service quality and the overall customer journey, resulting in missed sales and a subpar in-store experience.

- Long wait times, abandoned purchases
- No pre-qualification of customer concerns
- No centralized transparency of store performance and capacity
- Disconnected online and offline experience

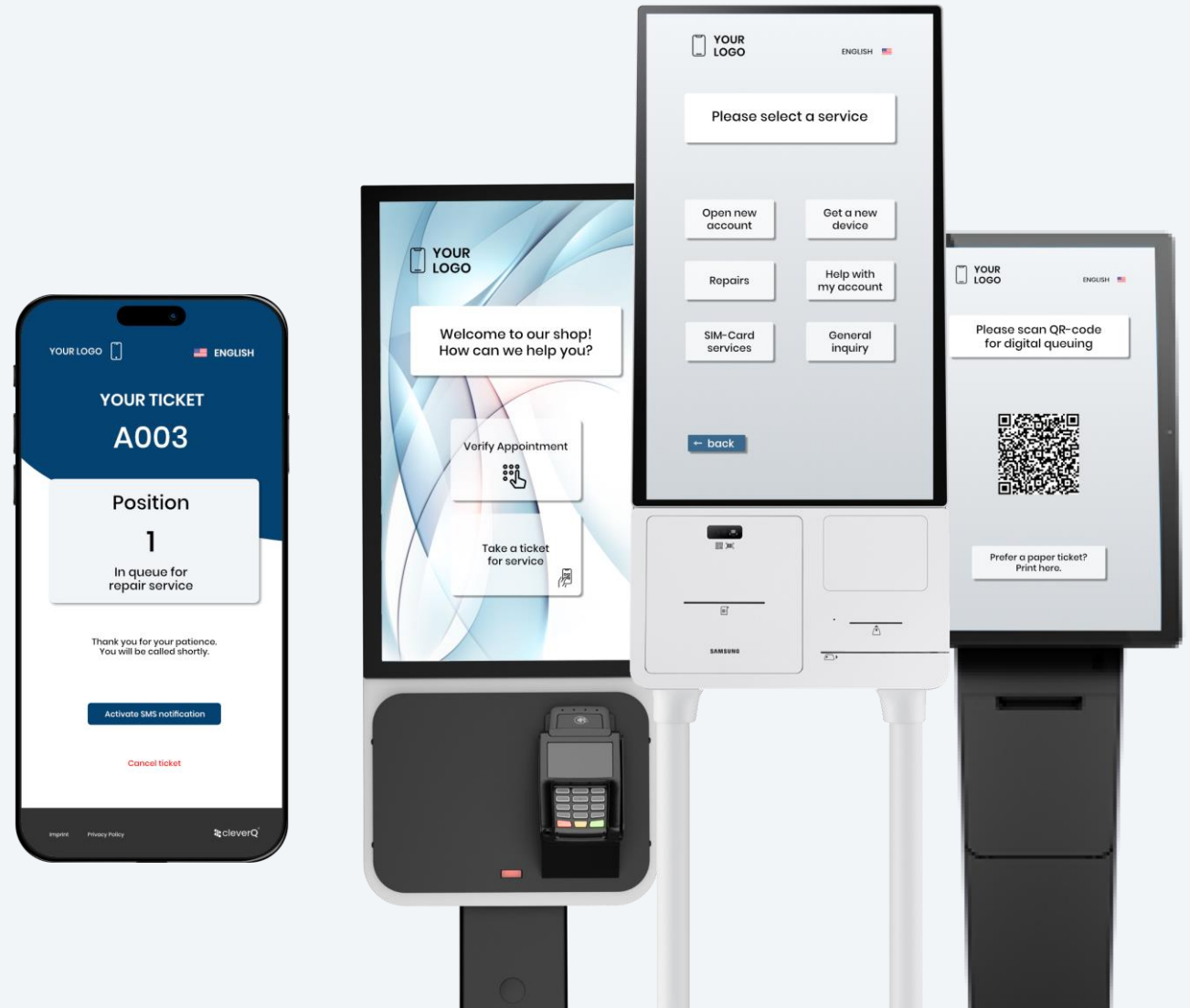


Our Solution

Smart Customer Flow for Mobile Stores

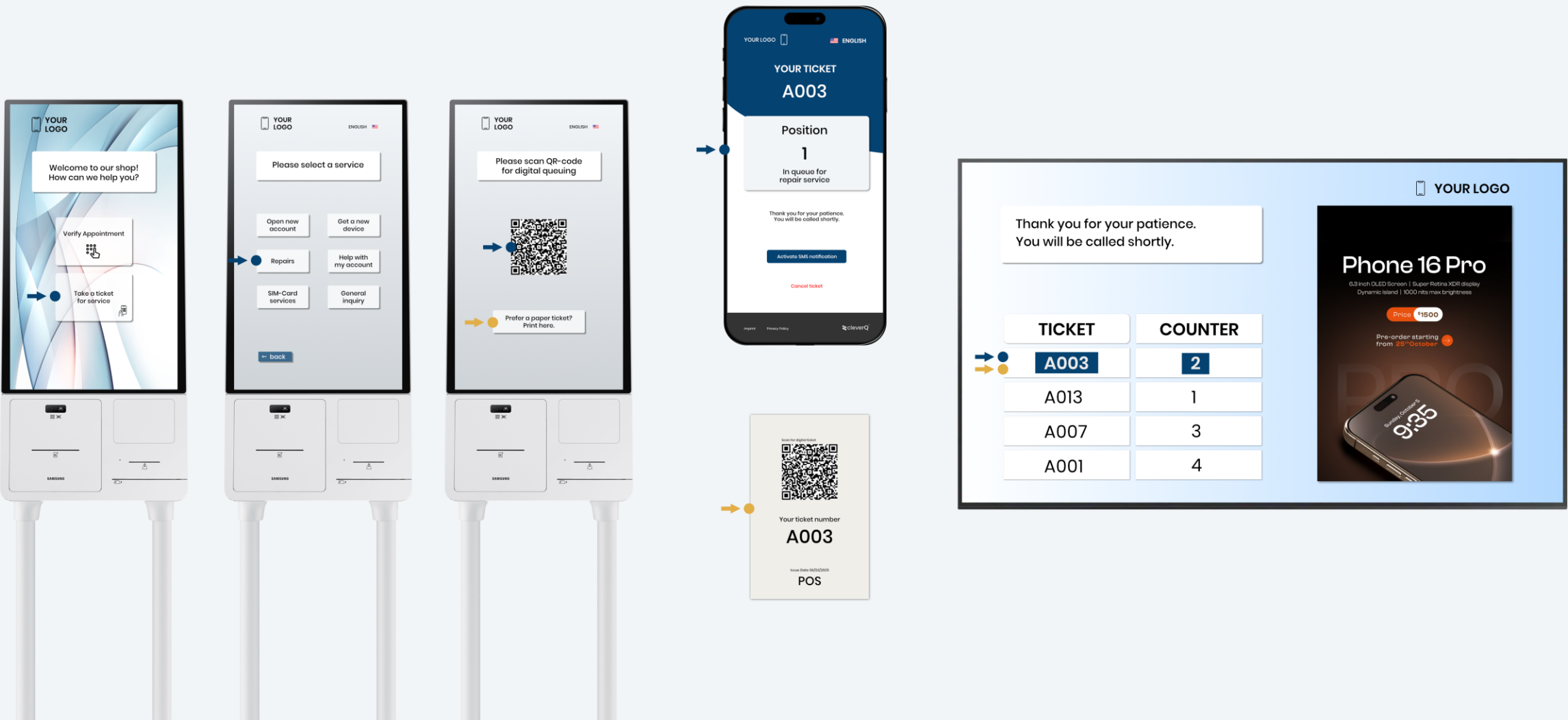
cleverQ digitizes the entire customer journey, from appointment scheduling to in-store service – optimizing wait times, staff allocation, and customer satisfaction.

- Digital queue & ticketing system
- Flexible appointment booking
- Pre-selection of service needs
- Real-time status updates
- Omnichannel integration



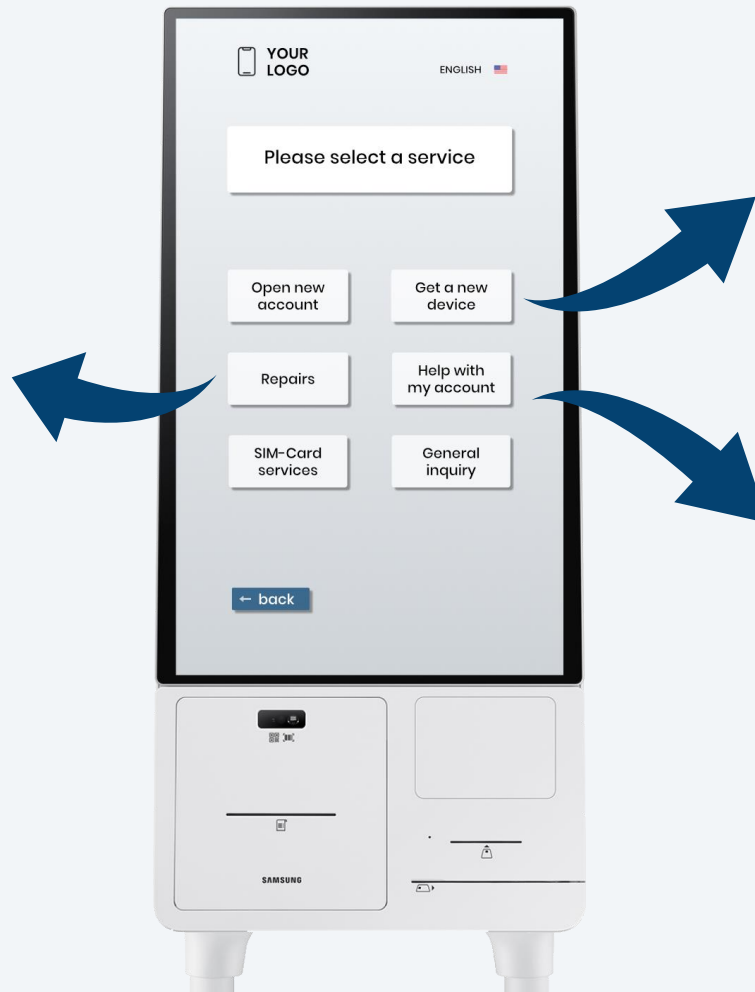
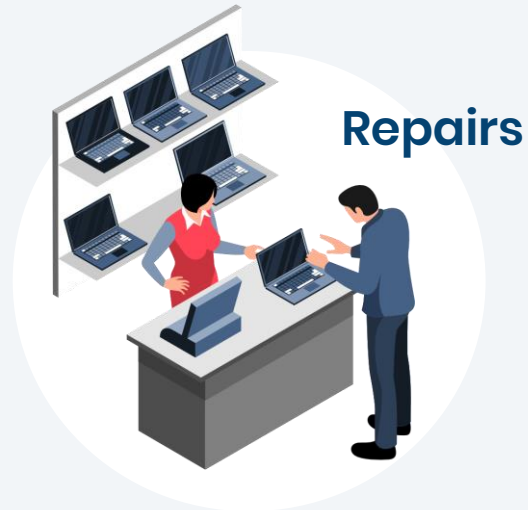
Our Solution

Digital queue & ticketing system



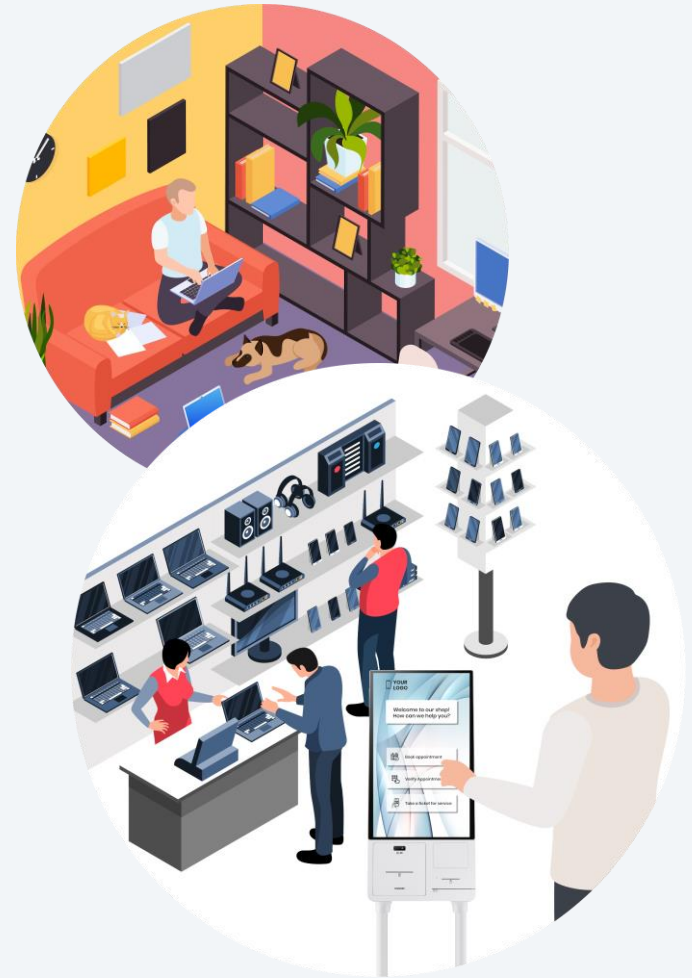
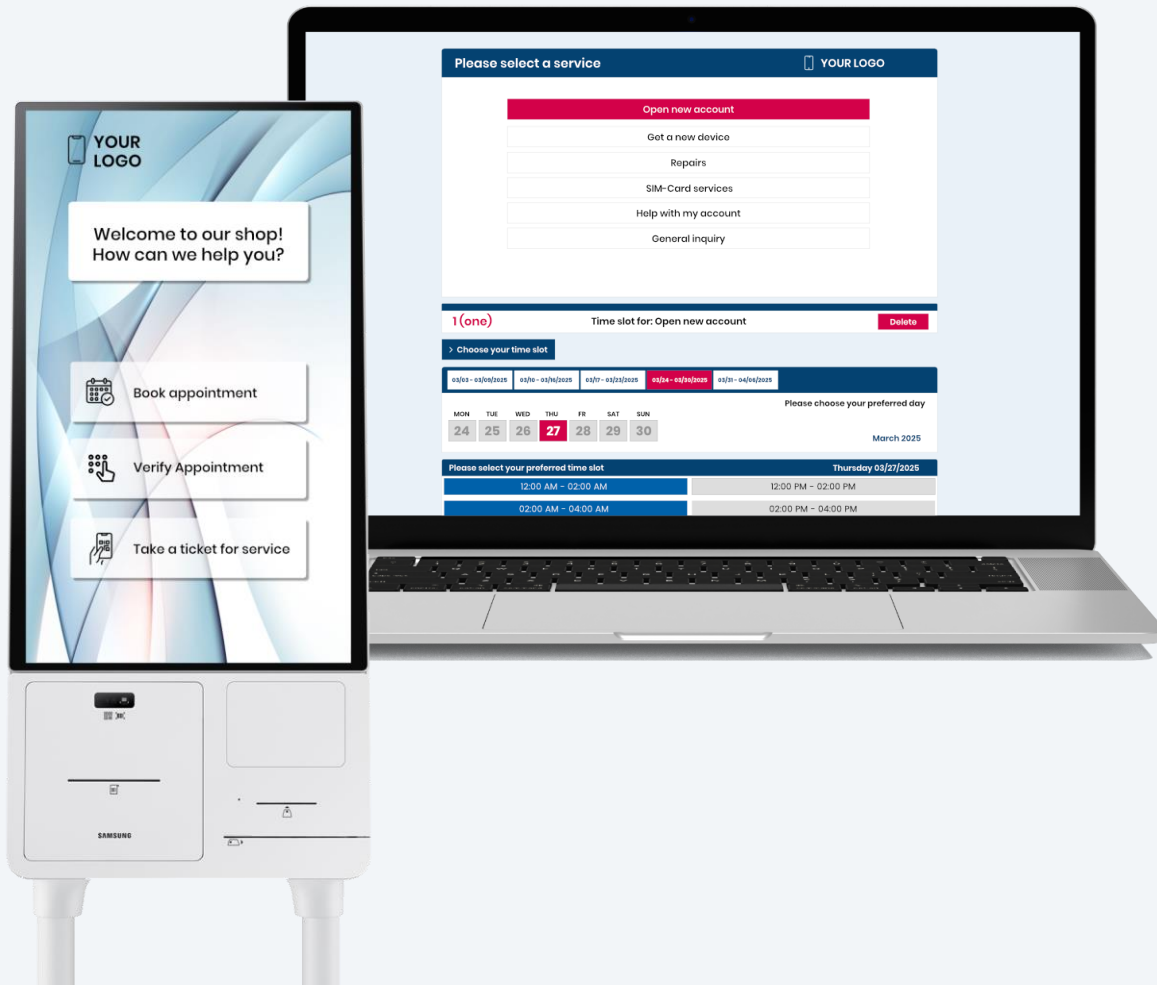
Our Solution

Pre-selection of service needs
and smart customer routing



Our Solution

POS/Online appointment booking



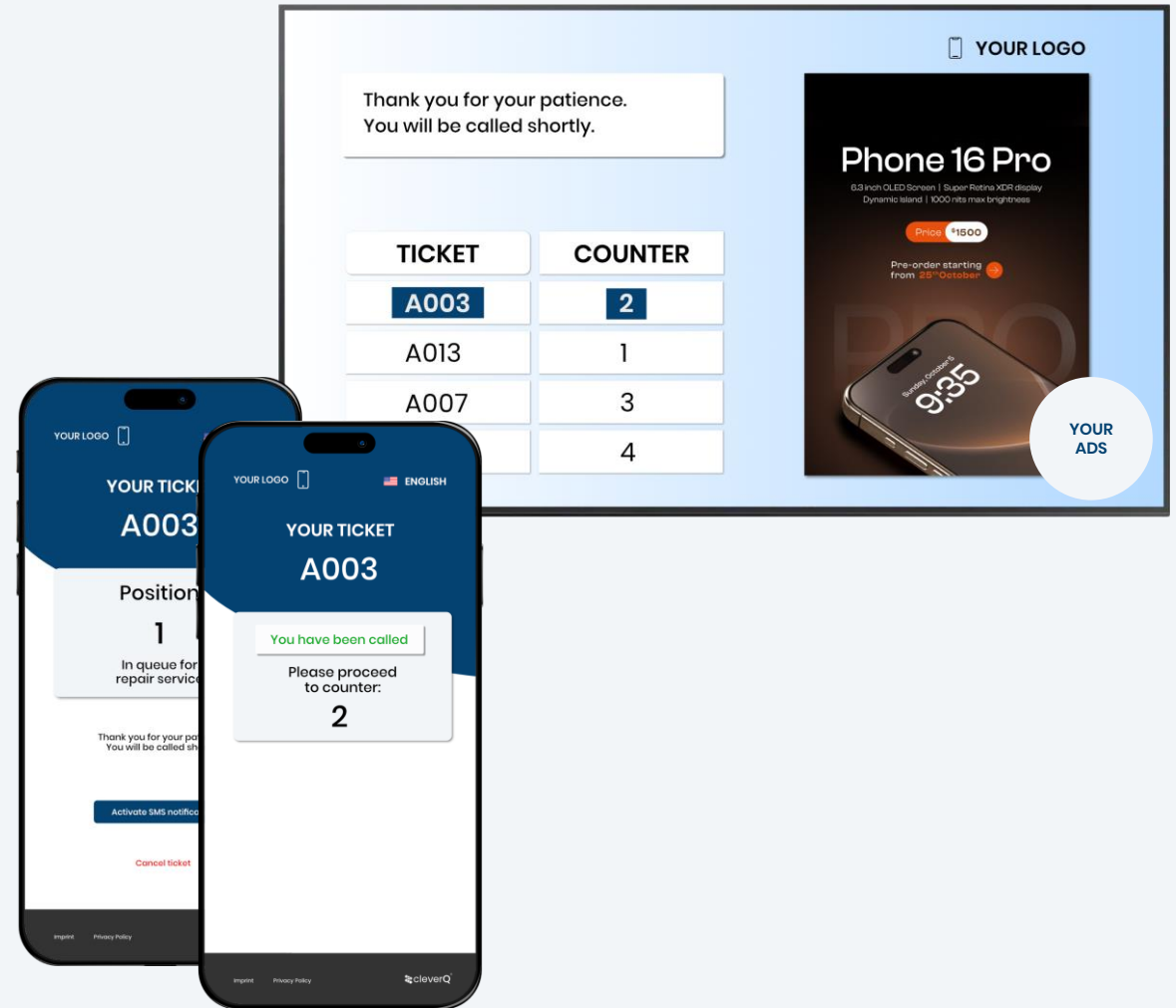
Our Solution

Real-time status updates

Customers can follow their spot in the queue live, on in-store screens or on their smartphone.

Instead of waiting in line, they're free to explore the store or browse your products.

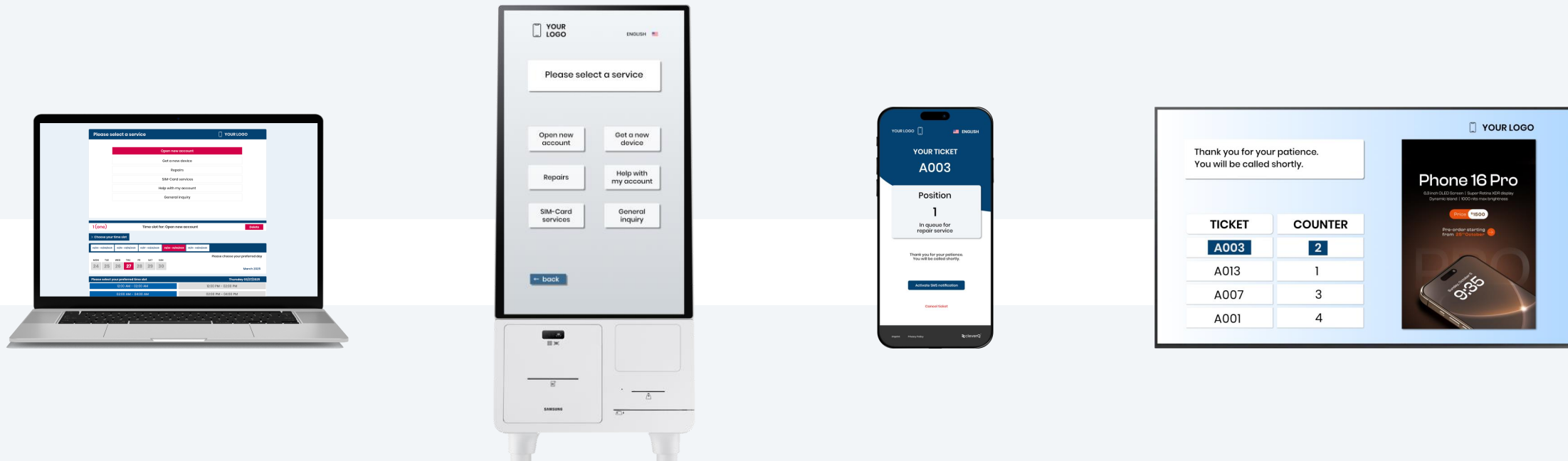
Once the call is triggered by your staff, the customer is automatically notified via smartphone and on-site displays – and guided directly to the correct service point.



Our Solution

Omnichannel Customer Journey

With cleverQ's omnichannel integration, customers start their journey online and check in on-site via kiosk or QR code. Staff can view all relevant details in real time, ensuring efficient call-ups and personalized service. This creates a seamless and consistent experience from web to store.

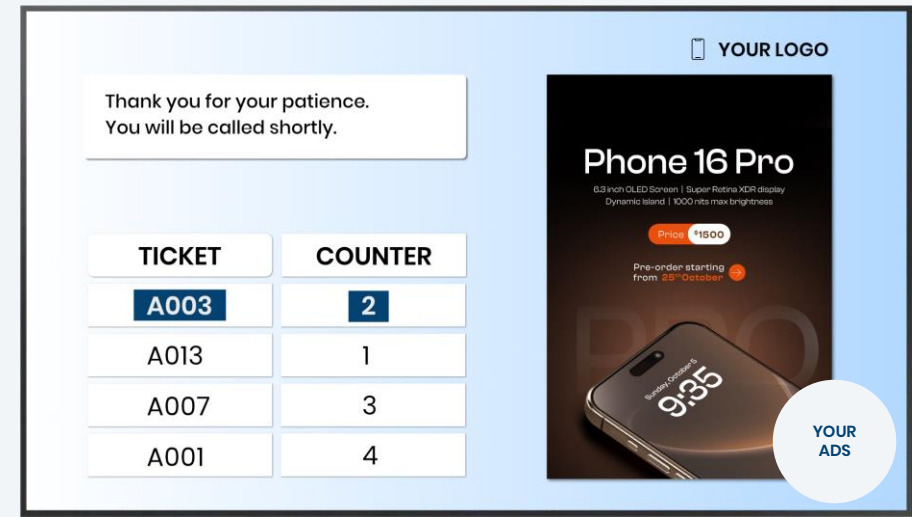


Our Solution

Digital Signage integration

cleverQ's queuing system connects effortlessly with your existing digital signage. It allows you to display customized call-up information alongside promotional content — all in one smooth, integrated setup.

- Customer call-ups on screens
(number/name + counter or advisor)
- Display of wait times and status updates
- Promotional content alternating with queue information (e.g., current phone offers during wait time)
- Personalized greetings upon call-up (optional)



Our Solution

Automatic Queuing activation/deactivation

The cleverQ queuing system can be activated or deactivated either automatically based on store-capacity or manually by staff.

When the queuing system is deactivated, the kiosk terminals can automatically switch to digital signage mode, allowing them to display promotional or informational content.

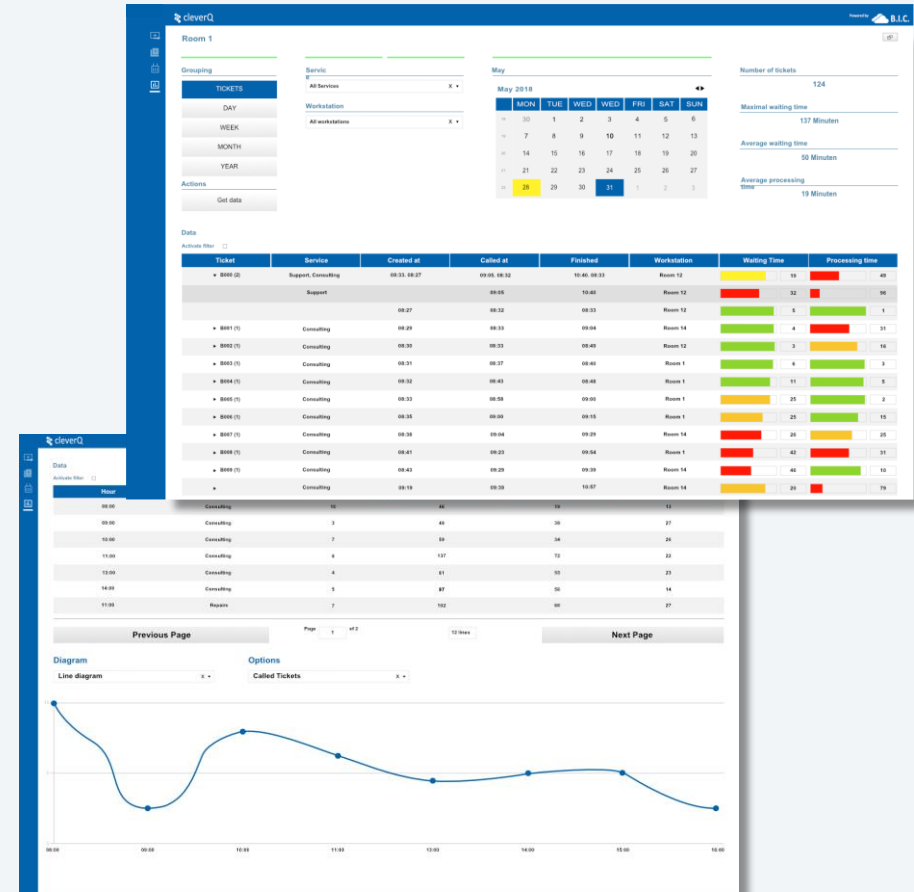


Our Solution

Powerful reporting engine to analyze all relevant KPIs

With cleverQ's advanced reporting engine, managers gain data driven overview of operational performance. From staff planning, service optimization to quality assurance

- Waiting times by store, weekday, and time of day
- Number of customers per service type (e.g., contract consultation vs. device repair)
- Processing time per employee
- No-show rate for appointments
- Comparative reports across all locations



cleverQ is a tool for creating
satisfied, engaged teams.

Our holistic solution approach is not only focused on improving service quality for customers, but also explicitly designed to enhance workflows and the working environment for employees.





cleverQ is a tool for creating
satisfied, engaged teams.

Less Stress in Daily Work

- Clear queue logic instead of spontaneous decisions
- No conflicts due to unclear order
- Structured processes reduce emotional pressure

Sustainable Employee Retention

- Predictable processes & transparent workload
- Positive customer feedback boosts motivation
- Less overload = lower employee turnover

More Focus on Customer Service

- Organized queuing systems improve concentration
- No disruptions from the waiting area or side inquiries
- Higher service quality & efficiency

Competitive Edge in the Talent Market

- Fewer sick days due to reduced stress
- Lower recruitment & onboarding costs
- Stronger employer brand

Delivering measurable value at every touchpoint:

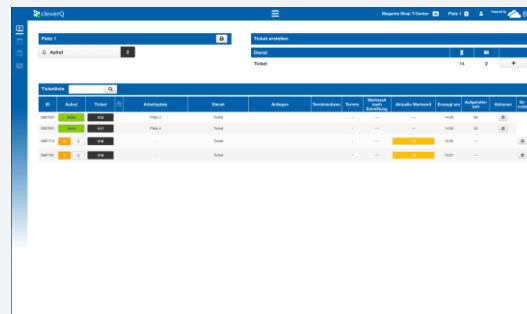
With cleverQ, telecom retailers can streamline operations, improve customer satisfaction, and gain deeper insights – all while offering a seamless and modern service experience across channels.

- Reduced waiting times & improved customer satisfaction
- Targeted service through pre-selection of customer needs
- Enhanced in-store experience via digital signage integration
- Transparent KPIs for greater efficiency and planning reliability
- Omnichannel experience through smart integration of online and in-store touchpoints



Case Study Magenta

Magenta uses our solution at a total of 70 locations throughout Austria to manage customer traffic and increase customer satisfaction.



Magenta[®]

- **70 locations throughout Austria**
- **Smart Queuing**
- **Appointment booking**
- **Data analytics**

Case Study Magenta

Customers have the convenience of booking appointments for various services, while walk-in customers can easily obtain a service ticket on-site at a kiosk, either in paper form or digitally via a QR code.

The staff seamlessly manage the flow by always calling the next customer, with cleverQ automatically prioritizing both appointments and walk-ins.

For customers, this system offers the advantage of a stress-free experience, allowing them to explore other products in the store or make the most of their waiting time, perhaps by enjoying a relaxed coffee at the nearby café instead of standing in line.

The staff on-site benefit as well, as they can work efficiently without stress, ensuring no customer feels overlooked.

Moreover, Magenta Management can conduct comprehensive evaluations across all locations, enhancing personnel planning and optimizing resource allocation.

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