

## **Telefónica O2 Czech Republic has launched new e-shop implemented by Emeldi Group**

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Telefónica is introducing new convergent Telecom Electronic Shop implemented by Emeldi Group. This new e-business solution covers entire service and product portfolio of Telefónica O2, Czech Republic residential market segment. Emeldi TeSHOP is one of the first fully convergent telco solutions for fixed and mobile lines of business. It allows Telefónica's customers to receive same services, from the convenience of their home, as they are used to receive when they make a trip to Telefónica shop or when they call Telefónica's call centre.

Emeldi Telecom Electronic Shop is highly flexible off-the-shelf solution which supports processing orders for Telecommunications services in automated way and in real time. It allows replacement and integration of several separate Portal applications thus delivering a customer convenience of a Single Point of Service.

Emeldi solution consists of six main building blocks:

- Content Management System supporting user friendly administration, editing and advanced order monitoring
- Product Catalogue configured for easy modification by business users
- Business rules with detail settings for each ordering scenario
- Order entry and validation working in fully integrated fashion (online mode) or independently from backend systems (offline mode)
- Presentation logic with configurable scenarios and page flows, business rules for each scenario, product searching and comparing, SEO and Google analytics.
- Integration logic for smart and easy integration with all backend systems, features like product catalogue and stock synchronization, standardized interface to ordering systems, on-line payment, agents for Telesales / Back Office support, database of bad payers and bad credit customers

TeSHOP solution implemented by Emeldi Group opens the opportunity for Telefónica O2 to offer to their customers enhanced and convenient customer contact and improved quality of service – all from the convenience of their home or office.