

Reimagining the Retail Experience with **Video Kiosk** at an Unmanned 24/7 Smart Store

CHALLENGES

To meet rising customer expectations and support evolving retail behaviors, the company set out to **deliver a seamless blend of online and offline experiences**. The goal was to create a fresh, fuss-free buying journey that allows customers to consult with service agents, purchase mobile plans, and collect devices or accessories on the spot, anytime. At the heart of this initiative was a vision to introduce a revolutionary retail model powered by advanced digital technology, capable of delivering real-time, personalized recommendations and services without relying on in-store personnel.

SOLUTIONS

With Tetherfi's in-app customer engagement solution, Singtel empowered customers to **sign up, connect, pay, and resolve queries** through real-time voice and video communication without any on-site staff. The store delivers a completely branchless yet personalized customer journey at scale.

Tetherfi implemented an **in-app customer engagement** suite that enables live interaction between kiosk users and remote agents, powered by:

- TMAC Unified Agent Desktop
- Mobile SDK with WebRTC (video & audio)
- Real-time chat, voice & video from kiosk to agent
- Facial recognition and authentication integration
- Seamless backend & CRM integration
- Call recording, monitoring & reporting tools

BENEFITS

With Tetherfi's intelligent in-app engagement platform, Singtel has pioneered a new wave of digital customer experience. The smart store demonstrates the power of remote, personalized assistance integrated seamlessly into retail kiosks, creating a scalable model for future-ready, mobile-first customer journeys.



Company

Singtel (Singapore Telecommunications Limited) is Asia's leading communications technology group, providing a wide spectrum of digital and infocomm technology services. With over 770 million mobile customers across multiple markets, Singtel is at the forefront of innovation, powering enterprise, government, and consumer services across the region.

Location

Singapore

Tetherfi Solution Deployed

Omni-Channel In-App Customer Engagement via TMAC & Mobile SDK

✓ Video assisted self-help kiosk to sign up for mobile plans, make bill payments, top up prepaid cards and get instant SIM card replacements

✓ Unmanned 24/7 pop-up store providing one of the most intelligent retail experiences in Asia

✓ Facial recognition technology for customer identification

✓ The unmanned store consistently receives an average of 99% positive customer experience scores