



TRACPOINT®

The WOW! mobile Employee-to-Enterprise Journey

How WOW! mobile transformed a day-one representative tool into an enterprise platform for employee performance, customer engagement, operational savings, and vendor value.



What Mike Has To Say About TracPoint

MIKE CIOFFI

DIRECTOR OF MARKETING & TRAINING
WOW! MOBILE



“**The biggest ROI is validation.** We can validate that our representatives are doing what we ask them to do. Our top 25 representatives for app installs are also our top 25 performers for sales.”

ONBOARDING

“Every new representative gets their own app on their first day. It gives them legitimacy, gives them something other retailers do not have, and helps them spread the WOW! faster.”

FINANCIAL ROI

“By controlling the discount variables distributed through Spin the Wheel, we are saving approximately \$1,000 per store every month—nearly \$1 million per year.”

TRAINING & COMMUNICATION

“The app is already a sales tool, but as a communication tool, AI Sales Coach will be a game changer. It will fundamentally change how we train our representatives.”

CUSTOMER & COMMUNITY ENGAGEMENT

“We reduced our investment in events, but the app has allowed us to remain active and engaged in communities even when we are not physically there.”

TRAINING & COMMUNICATION

“A transactional error can cost us the entire lifetime value of a customer. I want to validate that every representative read the promotion, understood it, and had the information when they needed it.”

VENDOR MONETIZATION

“The app has become digital merchandise. When one accessory vendor sees another being showcased through promotions and push notifications, they want to be featured too.”

COMPETITIVE ADVANTAGE

“We have tools other wireless retailers do not, and the app has been a competitive advantage in how we communicate, market, and engage with our field teams and customers.”



Day One: Give Every New Representative an **Advantage**

THE CHALLENGE

Onboarding each new representative costs WOW! mobile approximately **\$4,000**. But in today's competitive labor market, new hires will not wait several months to start earning meaningful commissions. If they do not see a clear path to success quickly, they can become discouraged and leave for another opportunity before WOW! mobile ever recovers its investment in hiring and training them.

THE TRACPOINT APPROACH

From their first day, every representative receives a personalized app & digital business card featuring WOW! mobile's best promotions, ready to share with friends, family, prospects, and customers.

For new kiosk representatives, approaching mall traffic can be intimidating. They may feel awkward initiating conversations or worry that they are bothering people. Gamified promotions such as Spin the Wheel change that interaction by giving representatives something genuinely valuable to offer: the opportunity to earn cash rewards simply by installing the rep's app.

THE IMPACT

As an engagement model, our new hires can lead conversations with the value of the WOW! app instead of offers. Reporting on this regularly validates engagement behaviors. This gives sales associates a way to have better conversations and build confidence, giving new employees a compelling reason to engage with mall traffic from their very first day.



Learn Faster, **Sell Faster,** Earn Faster and Stay Longer

FROM LEARNING TO EARNING

The app shortens the learning-to-earning curve by giving representatives one place to access the information and tools they need to sell. Instead of waiting months to fully understand the program or searching through scattered communications and separate platforms, employees can immediately begin sharing promotions, connecting with customers, and building their own pipeline.

The sooner representatives can sell confidently, the sooner they can earn higher commissions and the more likely they are to build a long-term career with WOW! mobile. This helps reduce early turnover while protecting the company's investment in recruiting and onboarding.

AI-POWERED SALES TRAINING

TracPoint's new AI Sales Coach makes that process even faster by turning new promotions and company updates into accessible training directly inside the app. Representatives will be able to complete training in their preferred language, while leadership can confirm that each employee received the information, completed the training, and understood it before applying it with customers.

CONFIDENT SELLING, FEWER ERRORS

This is especially important because a single transactional error can cost WOW! mobile the entire lifetime value of a customer's residual revenue. Helping representatives learn correctly from the start does more than improve training, it allows them to sell confidently, avoid costly mistakes, and begin earning meaningful commissions sooner.

Build a **Measurable** Customer Ecosystem



PROVEN SCALE

In just over one year, representatives sharing their app have brought thousands of customers into the WOW! mobile ecosystem. Across 82 locations and 470 active representatives, the program has generated more than **165,000** connections/installs, 1.1 million sessions, 189,000 shares, and 261,000 promotion views.

That engagement continues long after the initial interaction. Customers have used the app to generate more than 36,000 calls, 18,000 emails, 12,000 Google Review clicks, and 7,000 referral opportunities.

ALWAYS-ON ENGAGEMENT

Rather than losing contact with customers after they leave the kiosk, WOW! mobile now has a growing digital audience it can continue reaching through promotions, push notifications, referrals, and future offers.

EXPANDED COMMUNITY REACH

That reach became even more valuable as WOW! mobile took a more focused approach to its investment in in-person community events. Even when we're not physically present at a community event, the app allows us to remain visible, engaged, and active within that community.

THE IMPACT

WOW! mobile can continue reaching customers directly without the cost or geographic limitations of being there in person. A total game changer for maintaining community presence at scale.



Validate Employee Execution

MEASURABLE VALIDATION

The greatest ROI is the validation the app gives leadership. Connection/Install activity has become a reliable indicator of a representative's overall execution, not simply whether they are sharing the app.

AN EARLY PERFORMANCE SIGNAL

Representatives who consistently generate installs also tend to complete the other tasks leadership asks of them. When a representative is not generating installs, it is an early signal that they may not be following through in other areas either.

This gives managers a measurable way to identify their most engaged employees, recognize who needs additional coaching, and intervene before performance problems become larger.

THE PROOF

The results have made WOW! mobile extremely confident in this connection. WOW's **top 25** representatives by sales performance are also its **top 25** representatives for app installs, and its **number-one** app performer is also its **number-one** salesperson.

THE IMPACT

That level of alignment is impossible to ignore: the representatives who consistently execute the app program are the same representatives producing the strongest sales results.



\$1 Million Saved Annually

THE REVENUE LEAK

Before TracPoint, open-ended coupons made it difficult for WOW! mobile to control how frequently high-value discounts were passed along to customer by their sales staff. This created opportunities for coupon misuse and unnecessary revenue loss.

CONTROLLED DIGITAL REWARDS

By moving those incentives into the app through a gamified Spin the Wheel promotion with unique serialized bar codes, WOW! mobile can control the exact quantity and value of every reward while still offering customers an exciting reason to engage.

THE FINANCIAL IMPACT

By controlling the discount variables distributed through Spin the Wheel, using trackable unique barcodes and one-time redemption, WOW! mobile saves approximately \$1,000 per store per month. That represents a 25X return on the monthly platform cost and nearly \$1 million in annual savings across the organization.



Create Long-Term Enterprise Value

AN OWNED DIGITAL AUDIENCE

Every customer brought into the app adds to an owned digital audience that becomes more valuable as it grows. WOW! mobile can continue communicating with those customers through promotions, push notifications, referrals, and future campaigns long after their initial interaction with a representative.

VALUABLE VENDOR INVENTORY

With an audience **approaching 200,000 users**, the app has also become valuable digital merchandise for accessory vendors. WOW! mobile can use analytics such as customers' carriers and operating systems to demonstrate the size and relevance of its audience.

PRECISION TARGETING

Push notifications can then be targeted specifically by location, carrier, operating system, or device type, allowing vendors to reach the customers most relevant to their products and generate more precise, valuable campaign views.

NEW MDF & ROI

As momentum builds within the WOW! mobile app, OEMs and accessory partners see an opportunity they don't want to miss. When one brand gains visibility through targeted promotions and push notifications, others see the engagement, excitement, and reach the platform generates—and want to be part of it. The momentum creates demand, and partners don't want to be left behind.

A True Competitive Advantage



THE COMPLETE VALUE CYCLE

The result is a complete value cycle. Representatives learn and earn faster; customers remain connected to WOW! mobile, leadership gains measurable validation, discount misuse is reduced, and the app creates entirely new revenue opportunities over time.

BUILT TO STAND APART

When comparing WOW! mobile to other wireless retailers in malls, WOW! mobile stands apart because it has tools they do not. The app is more than a sales tool: it brings training, communication, promotions, customer engagement, and partner marketing together, creating a true competitive advantage.



The Bigger ROI Story - Strategically Valuable

TracPoint connects Marketing, Operations, Sales and the Customer into **one measurable engagement ecosystem**.

01 ENGAGE: Make the customer **accessible**

- Direct, ongoing customer connection
- Digital business card / rep-to-customer relationship
- New-hire adoption of the engagement model
- Consistent customer communication beyond the store

02 CAPTURE: Turn interactions into **leads**

- Capture customers and prospects
- Convert “no sale today” into future opportunities
- Capture leads through stores, kiosks and BE LOCAL events
- Build an actionable customer pipeline

03 ACTIVATE: Turn engagement into **sales**

- Targeted offers and campaigns
- Follow-up and appointment opportunities
- AAL, upgrades, HUP, accessories, home and protection opportunities
- Right customer / right message / right time / right tool

04 MEASURE: Make engagement **measurable**

- Track campaign engagement and customer behaviour
- Measure installs, sessions, shares, offers and interactions
- Connect marketing activity to frontline execution and earnings
- Identify adoption and performance gaps

05 PARTNER: Create new **value** with vendors & OEMs

- Exclusive partner offers
- OEM launches and promotional campaigns
- Vendor-funded customer engagement
- Co-funded initiatives with measurable customer activity
- Give partners a direct role in the customer journey

OPPORTUNITIES ARE MONETIZED → RESULTS CAN BE MEASURED.



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