



ONLINE PURCHASES SUPPORT SERVICE



# Complex Service at Pickup



coordination/change  
of delivery date/time



delivery notification



sms-notification about order  
delivery at a pickup point



a reminder call in 2 days  
after sms-notification

# Complex Service at Pickup



possibility of commodity operation test or connection at Service Center



clothes and footwear try-on at Service Center or at delivery



return of complete or partial order upon receipt

Goal:

TO CREATE THE MOST COMFORT CONDITIONS FOR SALE/PURCHASE

Objective:

FOR FINAL CONSUMER: TO RENDER THE WHOLE RANGE OF SERVICES ACCOMPANYING THE PURCHASE OF COMMODITIES ON THE INTERNET ('ONE-STOP-SHOP PRINCIPLE")

For online-shop:  
an opportunity to increase the customer pool by means of providing credits directly at pickup points and all over the country

## ADDITIONAL SERVICES:

## LENDING

TOCHKAs have lending points of KREDITMARKET allowing every customer to take credit for any online purchase on site:



- up to 50 000 UAH
- from 6 months up to 3 years
- no statement of income required
- no collateral, guarantor and downpayment needed
- possibility of early repayment

## ADDITIONAL SERVICES:

## ELECTRONICS

- configuring of smart-phones and tablets
- checking of screens and TVs for defects
- adjusting of sim-cards to microSim size
- Smart TV setting
- installing of smartphones and tablets soft



МОЯ  
**ТОЧКА** ★

**ПРОВЕРКА ПРИ ПОЛУЧЕНИИ  
ТЕЛЕВИЗОРОВ И МОНИТОРОВ**

---

на отсутствие дефектов существенно  
**УМЕНЬШАЕТ РИСК НЕРВНЫХ СРЫВОВ**  
при выявлении проблем при подключении дома.

## ADDITIONAL SERVICES:

# ELECTRONICS

Goal:

TO PROVIDE THE CUSTOMER WITH A FULL RANGE OF AFTER-SALES SERVICE

Objective:

TOCHKAS HAVE SERVICE POINTS OF TECHNARI COMPANY ENSURING:

Together with  
 **ТЕХАПИ™**

- customization (launching for the first time, startup preferences, personal settings)
- configuring PCs/ smartphones/ tablets (in addition to required settings, useful and entertaining applications may be installed in your device)
- installation of home appliances (a qualified specialist will install and check operation of equipment)

## Certificate's opportunities:



1. If a phone fails, gets mechanically damaged or wet, a certificate owner can return phone and obtain a Gift Card. The latter can be exchanged for any commodity at the online-shop where the phone was bought.

2. Installation of Mobile Protection app so that:  
to make a complete backup of contacts; to restore the contacts from the backup if the phone is stolen, lost or broken; to identify any moment: phone's location, number of sim-card in the phone, accounts added to the phone (e-mail, social networks, messengers etc.); to have complete remote cleanup of the phone.



## ADDITIONAL SERVICES:

## CARE SERVICE

Goal:

FORM A PERMANENT ASSOCIATION:  
TOCHKA = POSITIVE AND PLEASURE

Objective:

TO INTRODUCE AN EMOTIONAL COMPONENT INTO  
PARCEL PICKUP/SENDING

With us:

- it is easy and comfortable to take care of friends and family
- appreciate the present
- make gifts with pleasure

## ADDITIONAL SERVICES:

## CARE SERVICE



- gift wrapping  
(a received commodity may be wrapped)
- bags with positive messages
- stickers (congratulations, with love, I miss you, I'm sorry...)
- postcards (an opportunity to buy a postcard for the occasion or for no reason at a branch) + we present our postcards to our visitors during holiday seasons

# ADDITIONAL SERVICES:

# CARE SERVICE



- gift vouchers for free shipment (for friend's birthday, for mom on 8th March...)
- mailout to DB of visitors
- mailout to DB of visitors
- overviews of possible gifts – goods of online-shops that are our customers

## ADDITIONAL SERVICES:

## PRE-SALE SERVICE

Goal:

to create the inflow of additional orders (accessories for the already purchased goods as well as new goods) to TOCHKA



# ADDITIONAL SERVICES:

# PRE-SALE SERVICE

## Objective:

- to organize for customers an opportunity to learn about and to order at the same time the online-shops' goods that are distributed at TOCHKAs
- to inform and consult customers about novelties, promotions, best offers of the online-shops' goods that are distributed at TOCHKAs



## ADDITIONAL SERVICES:

## 3D PRINT

Goal:

TO CREATE ONE-OF-A-KIND, INNOVATIVE AND UNIQUE IN UKRAINE SERVICE OF PRINTING AND DELIVERING OF ITEMS MADE WITH 3D PRINTER

Objective:

TO MAKE A NEW AND 'STRANGE' TECHNOLOGY SIMPLE AND AVAILABLE FOR UKRAINIAN CONSUMER



## ADDITIONAL SERVICES:

# PHOTO PRINTING

### Goal:

TO ACCUSTOM THE CLIENTS THAT TOCHKA IS NOT ONLY A POINT TO PICKUP AND SEND PARCELS. THIS IS A SERVICE CENTER WITH A WIDE RANGE OF FUNCTIONS

### Objective:

TO ARRANGE FOR MAKING QUALITY DIGITAL PHOTOS IN DIFFERENT FORMATS AND ON DIFFERENT ARTICLES

Together with

ЦентрФотоПечати  
**PrintMag** 

## STEPS:

# PHOTO PRINTING

### Step 1:

TOCHKA takes photos on a storage device and uploads to PrintMag web-site

### Step 2:

Photos are processed by company's specialists, printed\* and brought to TOCHKA

### Step 3:

TOCHKA gives photos to the customer

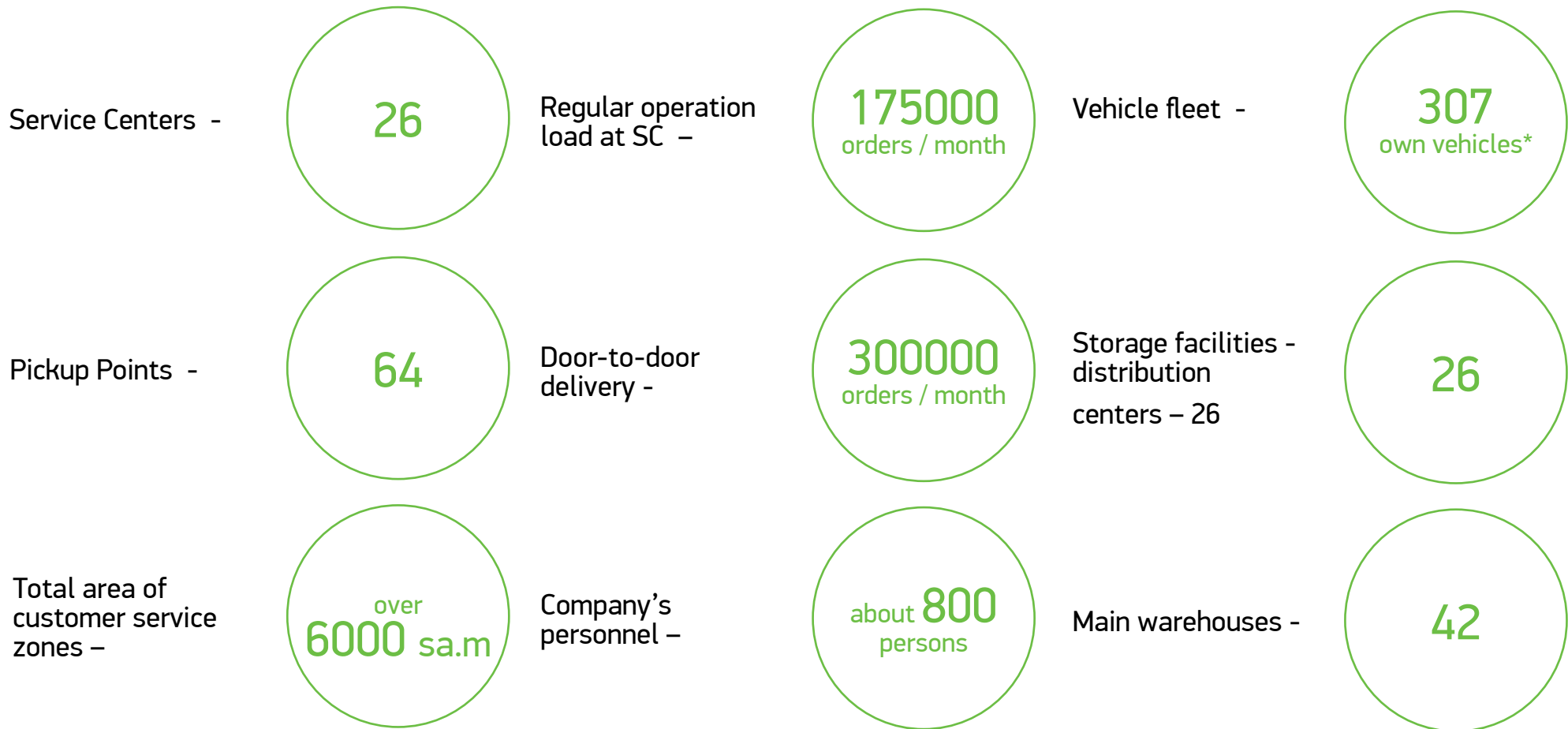


\* In addition to photo-paper printing, the photos may be printed on T-shirts, cups, puzzles, canvas etc.





## OUR CAPACITIES



IT framework in-house software  
(warehouse, courier, customer blocks allowing tracking Your commodities)

\* every vehicle has a GPS locator and a safe

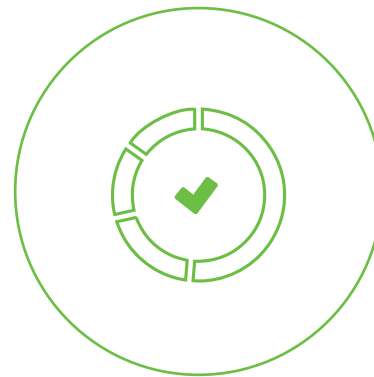
## WORKING WITH US YOU WILL GET AN OPPORTUNITY



to improve logistic  
processes and costs



to increase the number of orders  
and gains of your online-shop



to cover regional  
markets



to ensure excellent service  
to your customers