

CASESTUDY

DRIVING 360 DEGREE CUSTOMER EXPERIENCE AND TOP LINE GROWTH FOR A TIER-1 OPERATOR IN AFRICA



The Challenge

The operator with operations in 17 countries in Africa had adopted a vendor agnostic route to manage its VAS portfolio. Creating a 360 degree customer experience which in turn results in building customer loyalty and growing VARPU was essential. Also, a transformed VAS architecture for shorter time to market and lower CAPEX and OPEX investments was desired. The challenges faced by the operator are detailed below:

- High operational costs to manage overall service quality
- Managing operations and services efficiency
- Multi-location and multi-lingual support
- Managing different processes from remote locations
- Working in different production environments
- Varied workforce and diversified technology devices to manage different service processes from remote locations



The Solution

For any operator, VAS services abundance and adoption puts strain on existing IT and Network infrastructures. Thus, product development schedules, sales & marketing capabilities, billing and customer care are tested heavily.

The operator wanted to enable & empower its subscribers with services that are accessible and controllable in a self-service environment. With its IT and Network services outsourced to other vendors, it was quite challenging to rapidly deploy self-service VAS capabilities & guarantee high VAS uptake and also ensure that the existing and new IT and Network infrastructures are future-proof. ISON along with these vendors proactively took the ownership to program manage and ensure VAS services implementation.

The scope of the project included:

VAS Consulting

We ensured comprehensive service delivery infrastructure implementation and optimal usage of systems and processes were achieved.

Operations and SLA Management

Complete operations and end-to-end service availability, performance monitoring and management to ensure optimal usage and uptime of VAS nodes- Flexirecharge, USSD Gateway, SMSC, etc. and other VAS services.

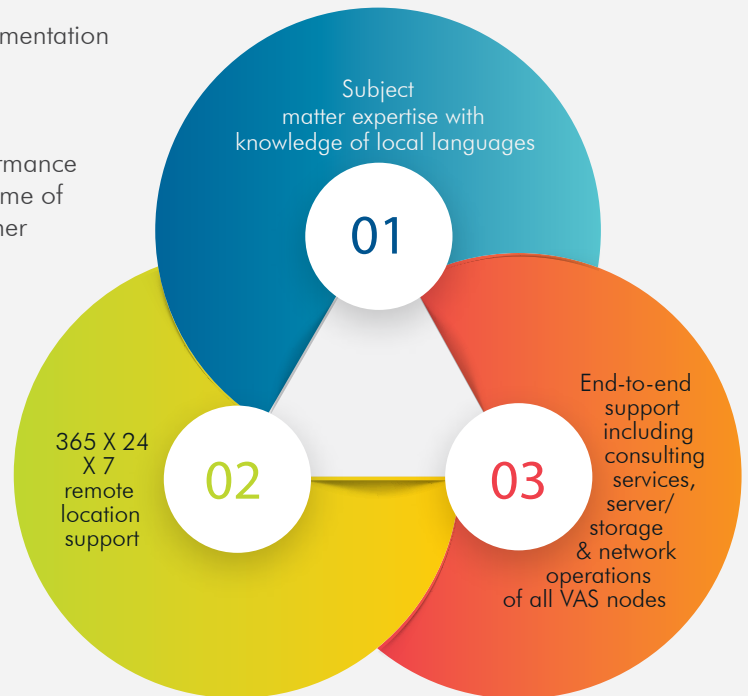
Capacity Management

Proactive capacity monitoring and facilitating timely capacity allocation and augmentation.

Revenue Management

Increased VAS uptake and adoption of self-service capability and managing business operations in line with SLAs.

This ensured high degree of VAS services uptime and down timing possible delays in overall response thus, developing a proactive monitoring system for healthy operational gains.



The Benefits

ISON managed the project with other vendors and ensured that the VAS systems were managed dynamically and responsively. The benefits are detailed below:

▼ Faster time-to-market

Streamlining processes and practices ensured quicker integration to operator's IT and Network ecosystem. Thus, new services were launched in a shorter turnaround time.

▼ Service Uptime and Performance

With continuous and remote monitoring and support for all VAS systems and applications, highest levels of uptime were guaranteed. In addition, performance levels were sustained vis-a-vis VAS services adoption and uptake.

▼ SLA driven operations

Delivering service performance in line

with SLAs ensuring superior customer experience.

▼ Increased cost efficiencies

Streamlining processes and practices, optimum usage of available capacities and faster service launches resulted in reduction of overall operational costs.



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