

## 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.

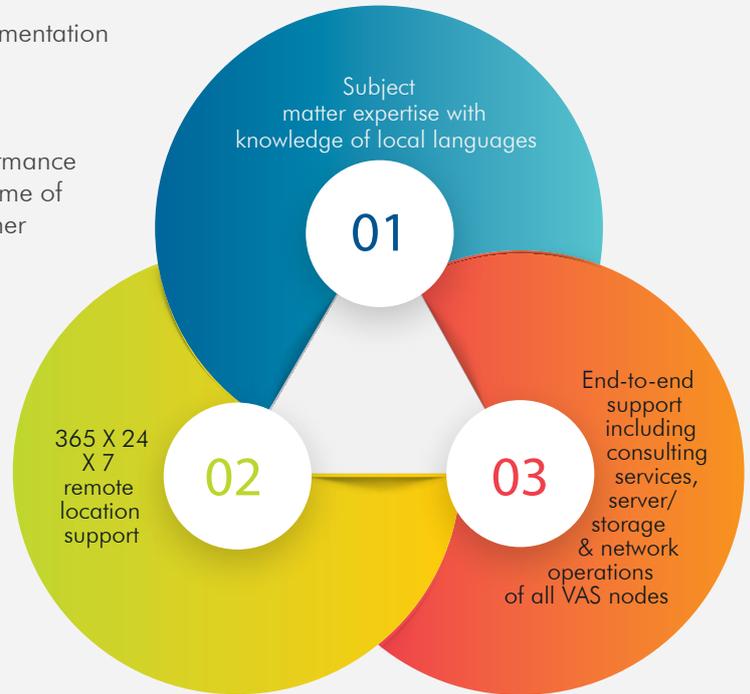
### Capacity Management

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.



INNOVATE  
ENABLE  
ACCELERATE

[www.isontechnologies.com](http://www.isontechnologies.com) | [info@isontechnologies.com](mailto:info@isontechnologies.com)  
Bangladesh | Botswana | Burkina Faso | Burundi | Cameroon | Chad | Congo | DRC | Ethiopia | Gabon | Ghana | India | Kenya | Liberia | Madagascar | Malawi | Morocco | Niger | Nigeria | Rwanda | Senegal | Seychelles | Sierra Leone | South Africa | South Sudan | Tanzania | UAE | Uganda | Zambia | Zimbabwe