

## Case Study

# SMS Firewall Grey Route Blocking

for a leading operator in *Africa*

## Business Challenges

### Grey Routes

Inability to identify grey routes and arrest revenue leakage

### A2P Messaging

Continuous decline in A2P messaging revenue and poor subscriber experience

### Churn

UCC messages are sent to subscribers, leading to customer dissatisfaction and ultimately customer churn

## Solution Offered

### Messaging Firewall

### Business Consulting

## Findings

- Around 50% of A2P messaging traffic is through Grey Routes
- Multiple GT's being used to send grey route

## Actions Taken

- Implemented new policies to block traffic from all grey routes
- Enabled new policies using content filtering to block UCC spam messages

## Results Achieved



Addition of new enterprise customers and aggregators



Increase in A2P revenues by 20% in last 3 months



Helped the operator to charge a premium for A2P Messages



80% reduction in customer complaints due to blockage of UCC messages