DRIVING **DIGITAL MYANMAR** BY ENABLING A ROBUST **TELCO DIGITAL ECOSYSTEM**

A leading telecom company in Myanmar, with a 50% share of the total subscriber base, wanted to bring new users into the digital fold by launching a slew of digital services which would not only drive customer engagement but will also increase its digital footprint in the region.

Although it had multiple content partners to power its digital content ecosystem, it lacked an enabling layer to manage its digital content business efficiently.
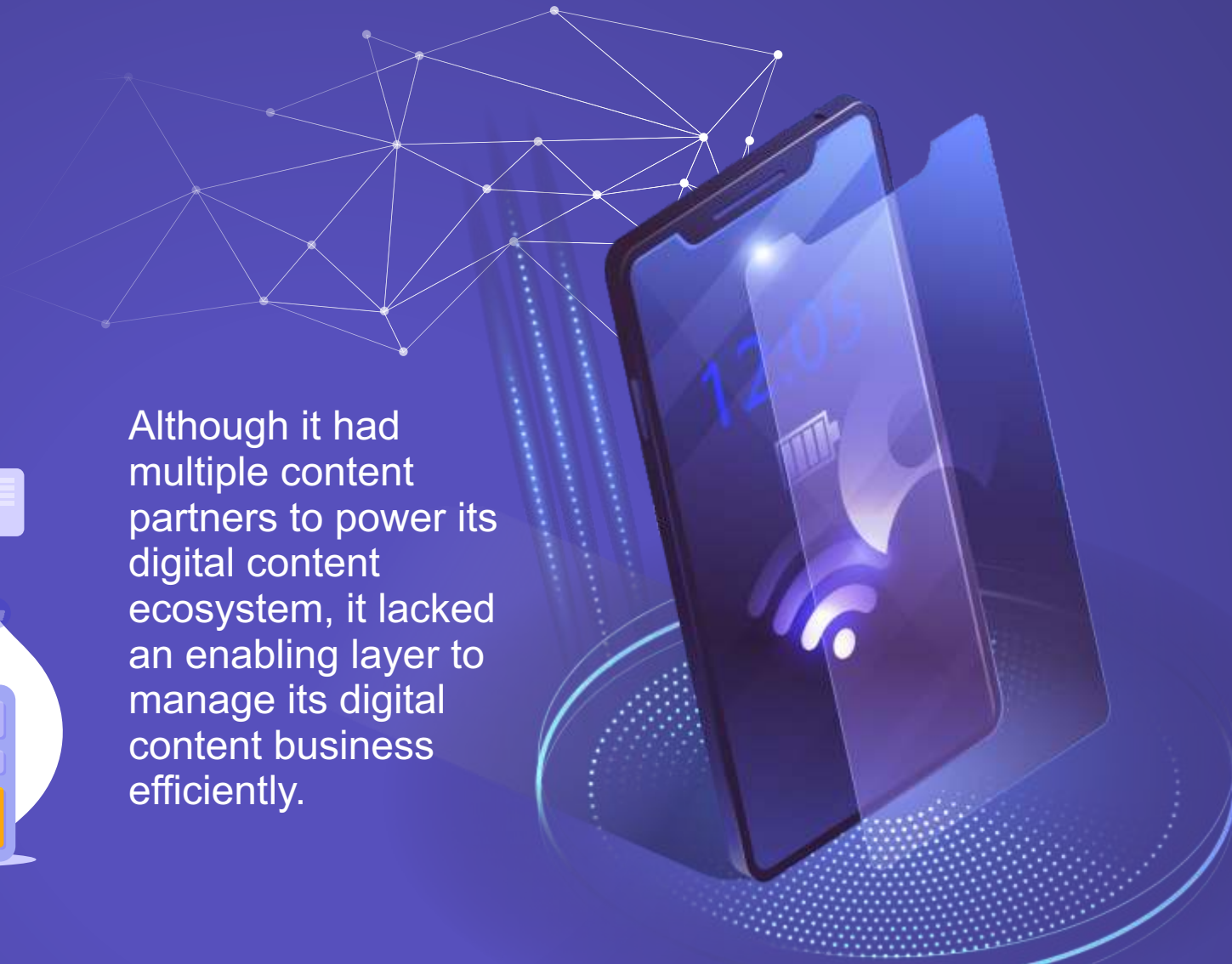
AIM

Creating compelling, profitable services, which would've to be timely, relevant, informative, engaging and at the same time, easy to find, retrieve, and consume according to the consumer's convenience and preferred channels.

CHALLENGES

CHALLENGE #1
COMPREHENSIVE CONTENT CATALOGUE

The operator needed a comprehensive content catalogue, spanning multiple genres, made available on multiple devices, form factors, resolution rates and so on.

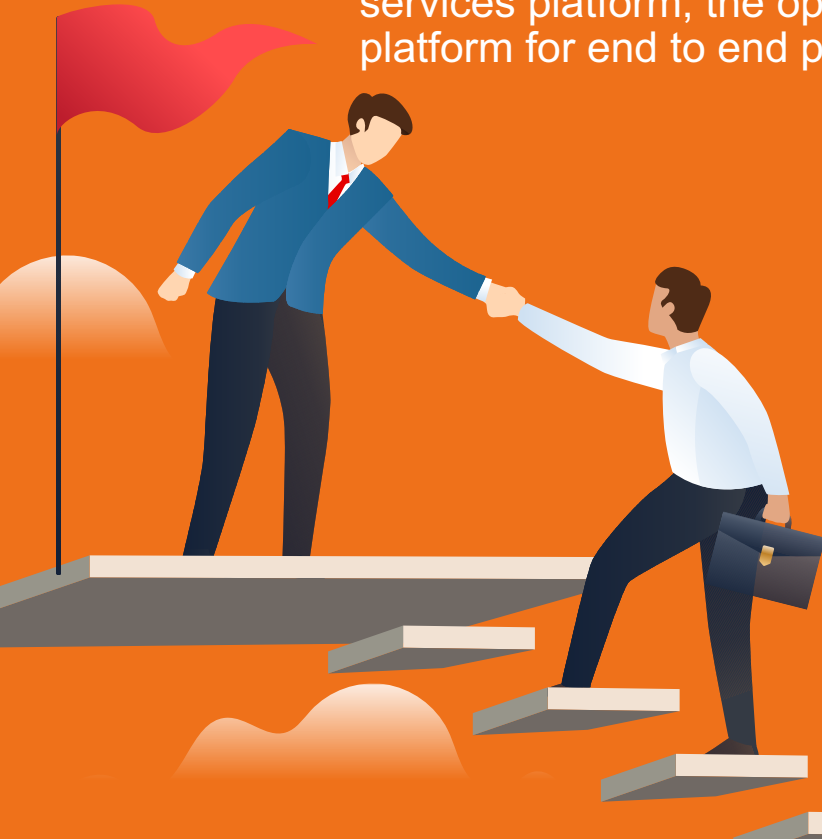## CHALLENGE #2
ABILITY TO DESIGN NEW SERVICES ON THE FLY

At the same time, it had to account for the changing tastes of its customers, which required flexibility to design, initiate, and deploy new services on the fly, without having to worry about the high failure rates in new digital services.

CHALLENGE #3
PARTNER MANAGEMENT

With partners key to driving a robust digital services platform, the operator needed a platform for end to end partner management.

CHALLENGE #4
SIMPLICITY & CONVENIENCE

While the operators are introducing highly complex solutions to cater to their customer's digital needs, the customers are demanding simplicity, ease of use, better discovery and transparency.

TRANSPARENCY

The long term sustainability of the digital services ecosystem will depend on transparent dealing with partners as well as customers. In the context of the customer, this would entail transparency in billing, charging, tariffs. Similarly, in the context of partner ecosystem, the operator should strive to make its dealings with the partner as transparent as possible.

SOLUTION

After weighing multiple options, the operator awarded the contract for managing digital business end-to-end to Comviva. As part of the multi-layer deal, Comviva provided its expertise in Business Operations (BO) and Content, helping the operator to maintain its laser like focus on creating winning digital experiences, while at the same time optimizing its existing systems and processes for cost minimization and revenue gains.

Building robust partner ecosystem

#1 PRE-SET TEMPLATE FOR MANAGING RISK
Comviva's platform facilitated a robust partner ecosystem with the help of online agreement mechanism defining responsibility matrix, risk and revenue share.

#2 TRANSPARENT REPORTING
Partners were provided with a self-care tool with real time transaction view for end-to-end business transparency.

#3 TIMELY PAYMENTS
Comviva's business team reconciled the partner and operator system and billed the partner. Payments were made within 15 days of the receipt of the invoice.

DRIVING REVENUES

DIFFERENTIAL CHARGING

Similarly, Comviva's subscription manager allowed the customer to manage the new subscriptions, as well as existing customers subscribed to daily packs.

RETRY RENEWAL

Comviva's subscription manager helped the operator to customize retry logic for un-scribed users. Comviva's suggestion to increase renewal count and change the retry logic to the first week of every month helping in driving more revenues for the operator.

Comviva also helped in setting the threshold limit for renewal retry for unsubscribed customer basis business logic.

FRAUD CHECKS

Comviva's consent gateway ensured that content services were not initiated fraudulently on the customer's account.

MARKETING SERVICES

In order to educate and promote service, Comviva's platform facilitated end to end campaign management that included campaign creation and follow up for under efficiency of each campaign.

SERVICE AVAILABILITY

Comviva provided its expertise in ensuring round the clock service availability. It monitored the systems continuously for discrepancies, alerting by SMS/email when faults were noted. At the same time, it ensured uptime by taking corrective actions in a timely manner.

CUSTOMER CARE

With API's exposed to operator CRM, Comviva's operation team was able to resolved troubled tickets quickly on its own, which helped the operator to concentrate more on their consumer's digital needs.
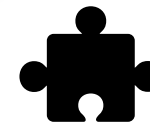
RESULTS

Increase in revenue by 66 MNK

Managing 20+ services dealing in multiple genres and subscription models

Managing end-to-end subscriber life-cycle of over 6 million customers

Try and Buy service drove 500% new subscriber growth in gaming

Renewals up by 3.5% due to change in retry business logic