

# OPERATOR **DIGITAL TRANSFORMATION** WITH MOODIT DIGITAL SERVICE



With telco revenues falling sharply all over the world, the rise of digital services has come at an opportune time in view of the future growth prospects of operators.

**A leading telecom provider in the Middle East recognized this opportunity as a way forward to its continuous evolution towards being a lifestyle brand by delivering highly innovative and engaging services to its subscribers on the channel of their choice.**



## CHALLENGE #1

# 360 DEGREE CONTENT CATALOGUE

In order to evolve and engage the new digital customer, the operator required a comprehensive digital service portfolio, spanning multiple genres (Video, gaming, kid's entertainment), access mediums (SMS, IVR, App) and mediums like 4K, live streaming, AR/VR.



## CHALLENGE #2

# CONTENT MANAGEMENT

With the growing matrix of digital services and devices plugged into the operator's ecosystem, the operator needed to manage compatibility issues taking into consideration local rules and regulations, form factor and screen resolution and size.



## CHALLENGE #3

# PARTNER MANAGEMENT

The key to a robust digital service ecosystem would lie in the operator's ability to ease partner integrations through quick on-boarding, transparency, reporting, reconciliations and timely payment.

## CHALLENGE #4

# REVENUE ENHANCEMENT

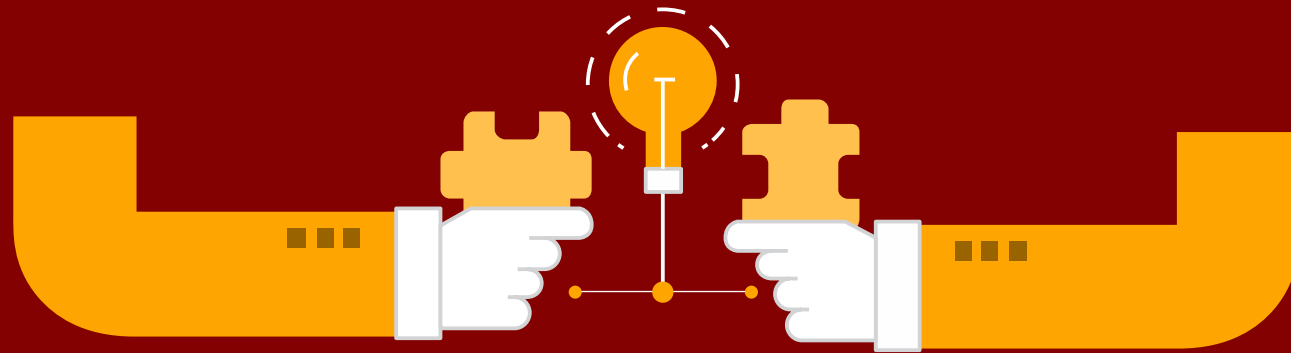
With the high cost of customer acquisition, the operator wanted to drive renewals, and activations and revenues from new and existing catalogues.



## SOLUTION

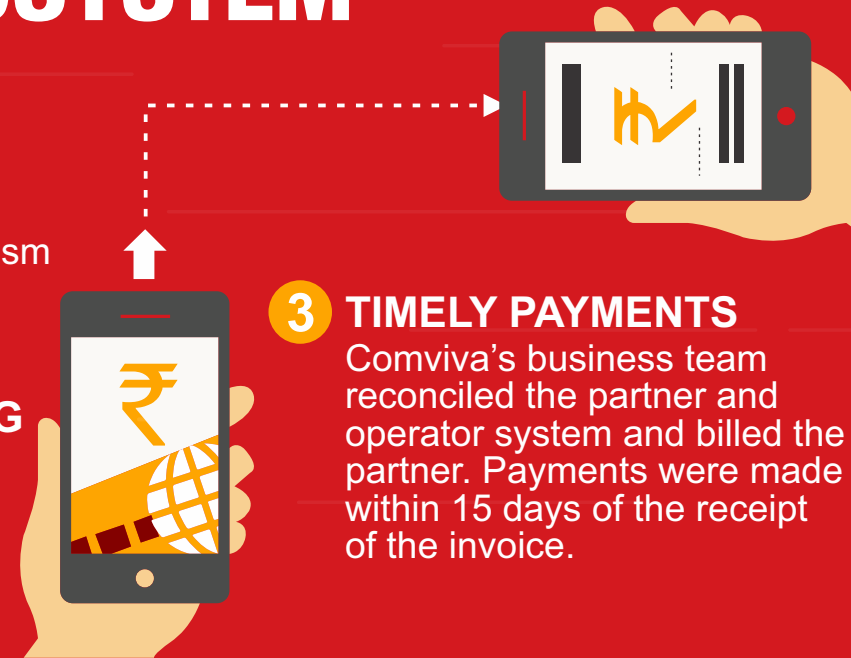
**AFTER WEIGHING MULTIPLE OPTIONS, THE OPERATOR AWARDED THE CONTRACT FOR MANAGING DIGITAL BUSINESS END-TO-END TO COMVIVA.**

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



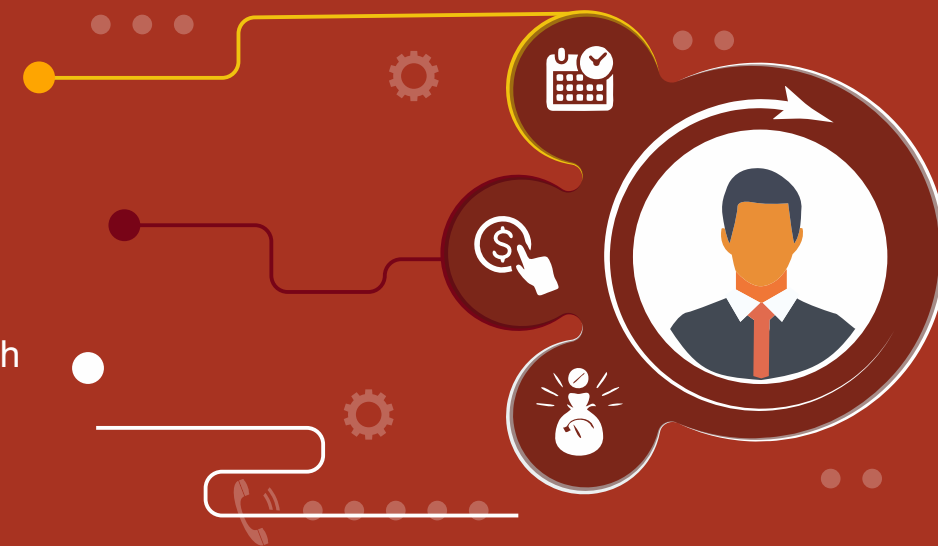
- 3 TIMELY PAYMENTS**  
Comviva's business team reconciled the partner and operator system and billed the partner. Payments were made within 15 days of the receipt of the invoice.

# DRIVING REVENUES

## DIFFERENTIAL CHARGING

**Comviva's subscription manager allowed the operator to support different kind of service charging models.**

- Subscription based where the user pays a fixed subscription fee for a certain time period
- Pay per use, where the user pays per use
- A combination of the two, with different price points for registered and unregistered users





## RETRY RENEWAL

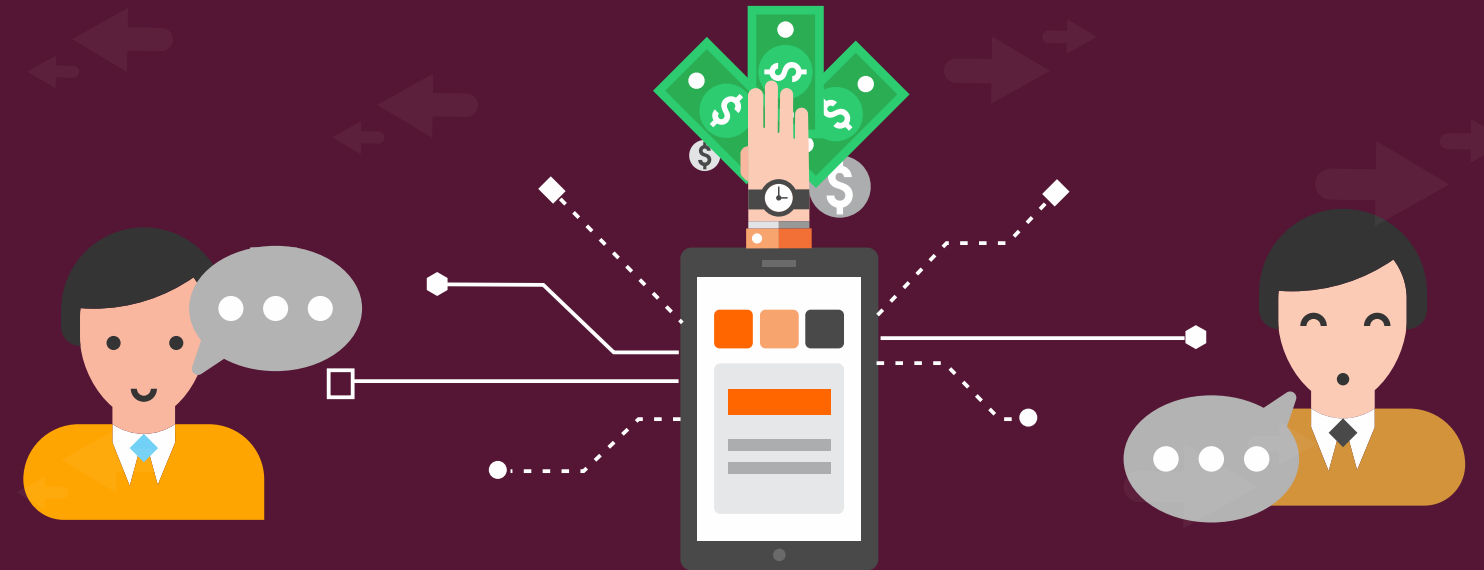
Comviva's subscription manager helped the operator to customize retry logic for un-scribed users. Based on user's historic data, the operator was able to predict the best opportunity (day, or event) to apply the retry logic and change the status from unsubscribed to subscribed leading to increase in renewals.

COMVIVA ALSO HELPED IN SETTING THE THRESHOLD LIMIT FOR RENEWAL RETRY FOR UNSUBSCRIBED CUSTOMER BASIS BUSINESS LOGIC.



## STEP-DOWN CHARGING

Similarly, while earlier, user's insufficient funds would be cause for service inactivation, Comviva subscriber manager drove activations by fallback charging.



# MANAGING SUBSCRIBER LIFECYCLE

Also, it allowed the operator to apply customised business rules and logic to multiple charging scenarios, basis customer subscription status (registered, deregistered, in grace period, Renew fail, or downgraded), account balance, modalities (daily, weekly, monthly, yearly).



# 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.



# DIGITAL MARKETING

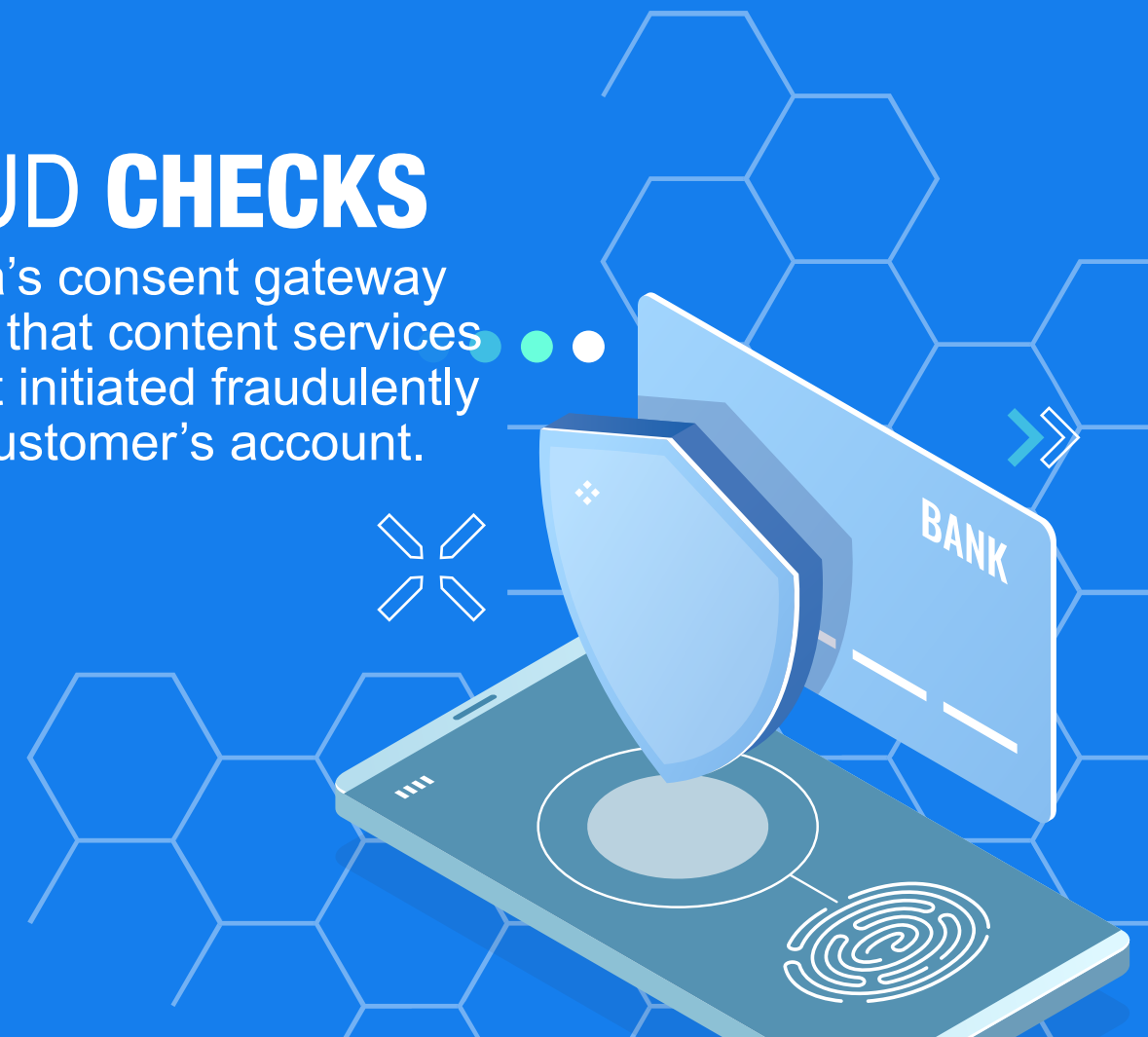
Comviva enabled the operator to automate promotion of products, services using automated MT SMS, USSD push, banners and cross promotions on web interface.

The messages were made more interactive and the time of the messages were changed from early morning to noon which resulted a better interaction rates from the end user.



# FRAUD CHECKS

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





## BENEFITS

# SIMPLIFYING PARTNER INTEGRATION

Partner integration into telco made easier,  
with one-time, single integration  
into Comviva platform.



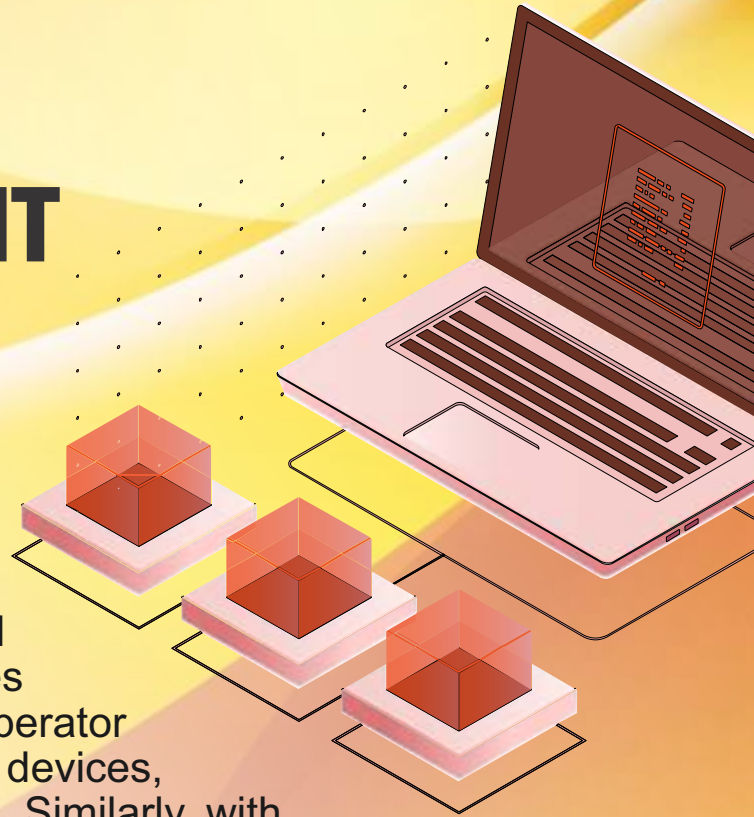
# REUSABILITY

Once integrated, the partners (CP, Aggregator)  
can scale easily services into new markets by  
modifying the agreement.



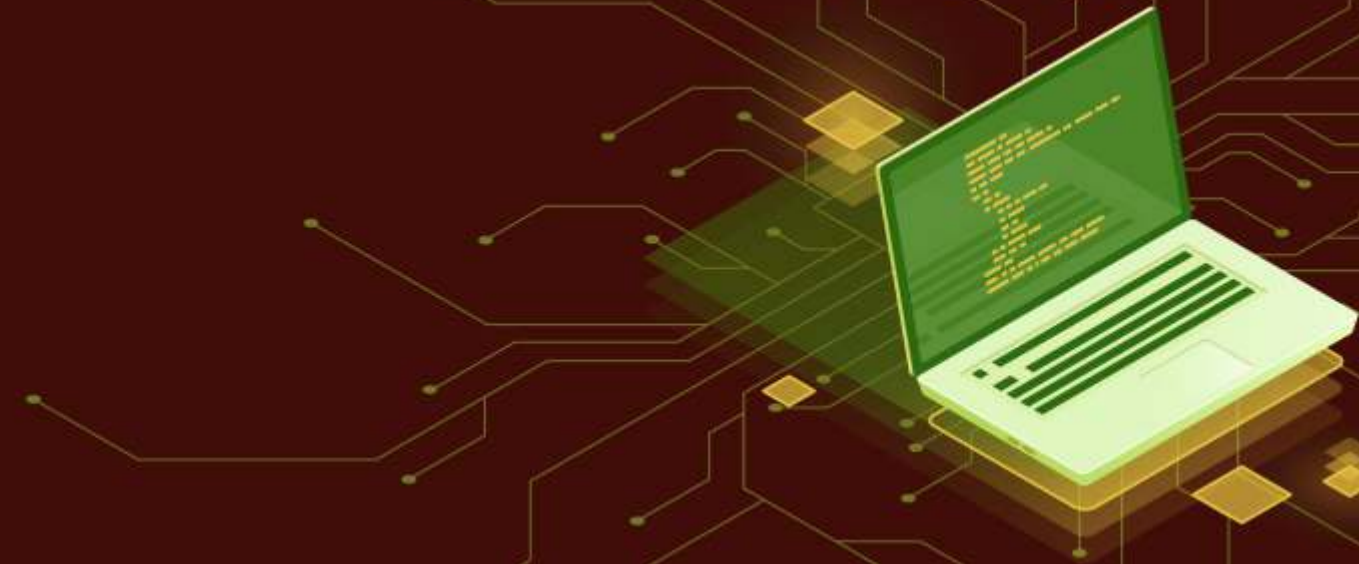
# EASING CONTENT ONBOARDING

Comviva's Content Management System provided the operator with a broad range of capabilities such as storage, content discovery, encoding. It enabled content flagging through AI enabled filtering. The transcoding capabilities inbuilt in the platform allowed the operator to serve subscribers using different devices, form factors and screen resolutions. Similarly, with DRM capabilities inbuilt in the platform, the operator was able to protect its digital assets.



# DECK MANAGEMENT

The platform allowed the operator to reshuffle the content deck according to drive content consumption on special occasions like festivals, new year.



# RESULTS

