



**SINGLE POINT INTERFACE
FOR PARTNER INTEGRATIONS
AND END TO END SUBSCRIBER
MANAGEMENT HELPS OOREDOO
KUWAIT TO DRIVE REVENUES
AND REDUCE CHURN**

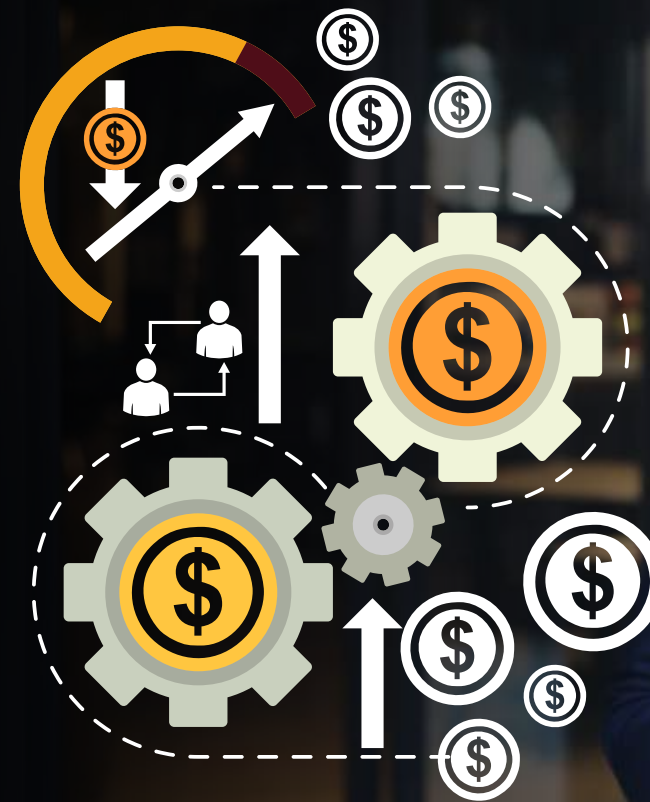
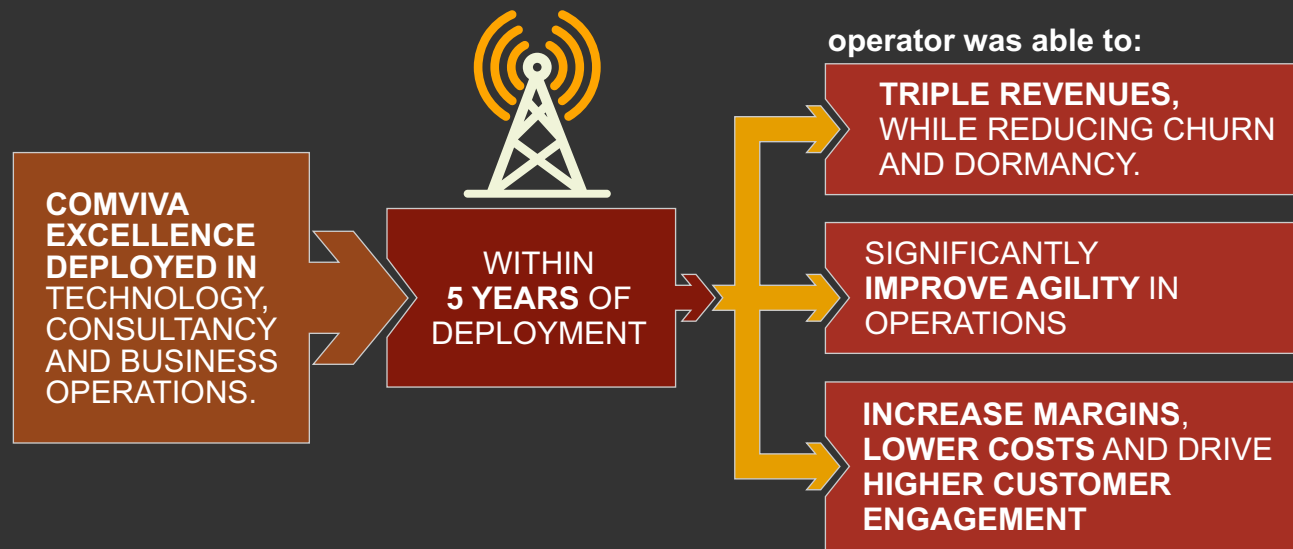


**ENABLING
END TO END
DIGITAL
SERVICES IN
A COMPLEX
MULTI PARTNER
ENVIRONMENT**



OOREDOO, ONE OF KUWAIT'S LEADING TELECOM OPERATORS REQUIRED NEW SYSTEMS THAT WERE MORE RESPONSIVE TO THE DEMANDS OF AN EVER INCREASING ABOUT-TO-CHURN AND DORMANT CUSTOMERS IN ITS SUBSCRIBER BASE

OOREDOO OPTED FOR COMVIVA'S TIERED SOLUTION



CHALLENGE #1

SHIFTING DIGITAL LANDSCAPE

Growing broadband service (both fixed and mobile) held the promise of increased demand for content. But network and a healthy content hungry subscriber base was only one piece of the content puzzle

Need of the hour:

Compelling, profitable services that are to be:
TIMELY, RELEVANT, INFORMATIVE, ENGAGING,
WHILE BEING EASY TO FIND, RETRIEVE AND
CONSUME ACCORDING TO THE CONSUMER'S
CONVENIENCE AND PREFERRED CHANNELS.

CHALLENGE #1

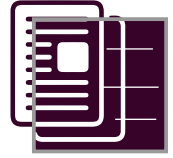
CHANGING TASTES AND PREFERENCES OF CUSTOMERS

required **flexibility to design, initiate and deploy new services on the fly**, without worrying about the high failure rates in new digital services. Ideally, the client would have liked to keep the cost of provisioning new services under control, as OPEX and CAPEX escalations would have an impact on revenues.



CHALLENGE #3

NEED FOR A NEW FRAMEWORK



To define **existing and future relationship** with content providers — with original creators or some aggregator.



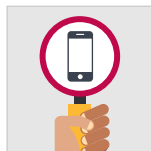
With the **customer's device and channel preference changing rapidly**, the framework should be flexible to operate in a multi-device, multi-channel environment, powered by unified customer and business view.



Similarly, the operating framework would provide the intelligence to **understand customer's desire** and **fashion services accordingly**.



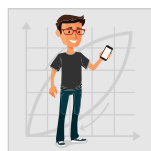
DIGITAL TRANSFORMATION WITH DBM



Comviva **focused on finding gaps** in content, which affected the engagement rates with expats subscriber base

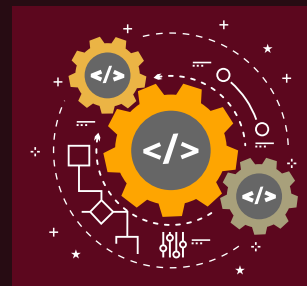


Identification of the gaps in the operator content portfolio led to **seeking new content partners** who could fill the gap.



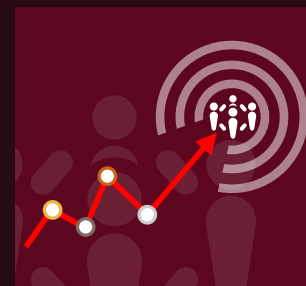
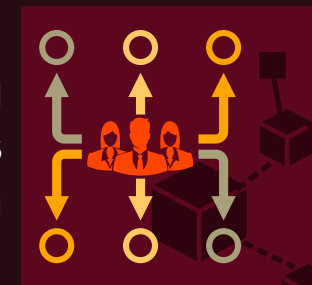
Comviva ushered in a **new era of digital transformation**, with focus on subscriber engagement, which would help it in enhance revenues as well as customer experience and retention.

Some of the key elements driving this digital transformation were –



Reduce content partner integration costs and risks through standardized interfaces

Creating, delivering and managing enterprise grade services across multiple partner value chain



Increasing focus on customer engagement

SUCCESS FACTOR IN OOREDOO'S DIGITAL TRANSFORMATION WAS PARTNER INTEGRATION




In legacy solutions, the partner would have to deal with operator nodes like IN, HLR, Billing on a case by case basis, which would make **partner integration into operator ecosystem costly and time taking.**

COMVIVA SOLUTION:




Comviva **converges** global carrier's network capabilities (such as charging, messaging, voice and data), **constructs** unified carrier network capability APIs, and **opens them** to digital service providers to provide **one point access and global coverage** which helps in **reducing the complexity of connecting network nodes** on a case by case basis.

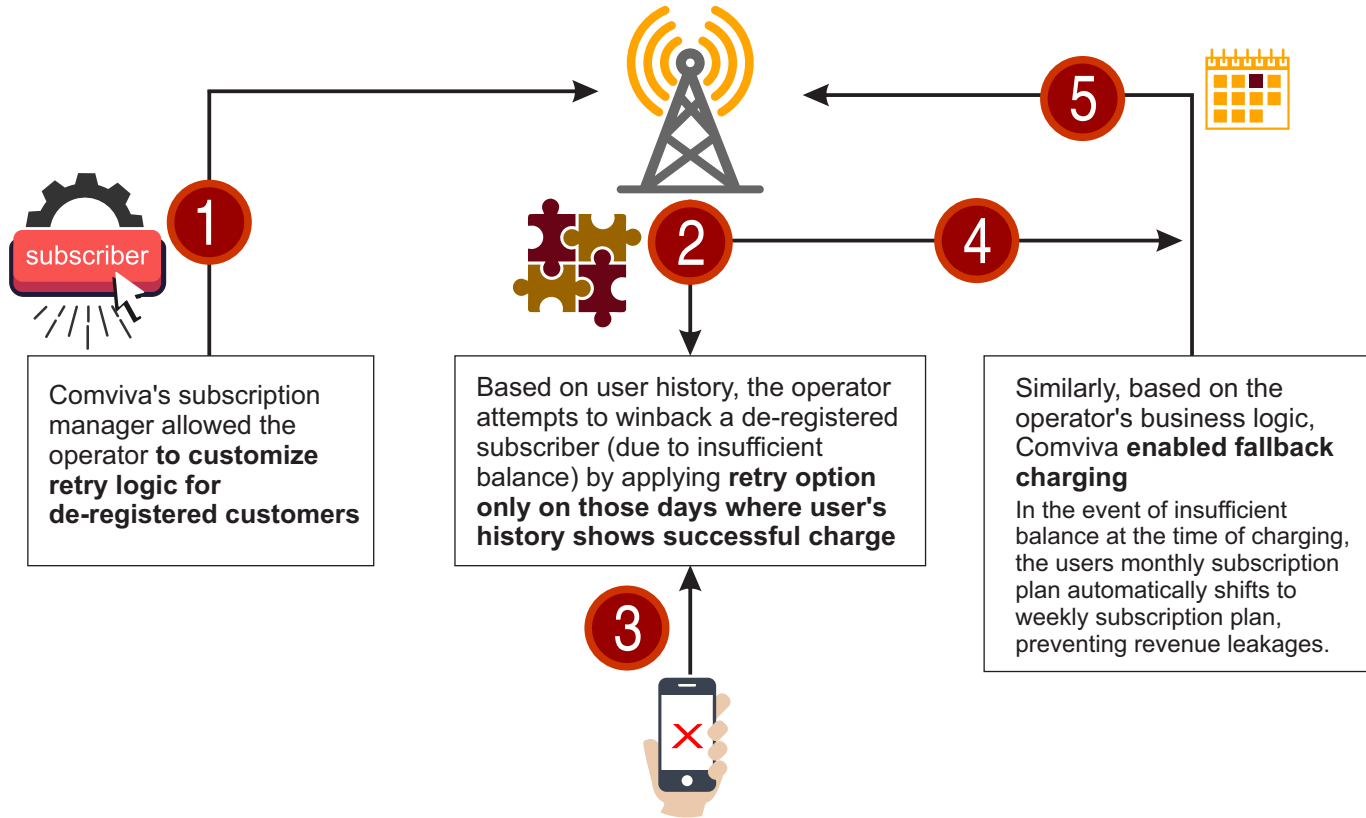
Thus, **basis platform capabilities, the content partners will need only a single integration** as all connections with mobile operator are handled by Comviva, which **simplifies rating, charging, provisioning, and policy management functions**

COMVIVA'S SUBSCRIPTION MANAGER ALLOWED OOREDOO TO SUPPORT DIFFERENT KINDS OF SERVICE CHARGING MODELS

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

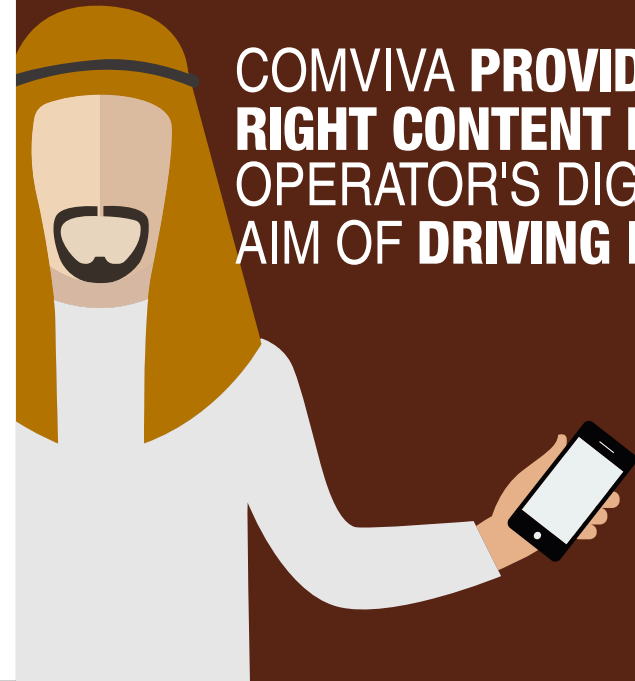
The solution allowed the operator to apply customised business rules and logic to multiple charging scenarios:

-  Customer subscription status (registered, deregistered, in grace period, Renew fail, or downgraded)
-  Account balance
-  Modalities (daily, weekly, monthly, yearly).



IN THE **THREE-PART TIERED SOLUTION**, COMVIVA SET UP A TEAM FOR **DAY TO DAY MANAGING OF OPERATIONS**, WHICH ALLOWED THE OPERATOR FOCUS ON CORE BUSINESS.

COMVIVA PROVIDED EXPERTISE IN FINDING **RIGHT CONTENT PARTNERS FOR THE OPERATOR'S DIGITAL ECOSYSTEM**, WITH THE AIM OF **DRIVING HIGHER LEVELS OF ENGAGEMENT**.



RESULTS

#1 SIGNIFICANT REVENUE GAINS

3x operator revenues in 4 years.

3x services managed
From **224** in 2014
to **650** in 2018

Troubled tickets fell
from **2100** in 2014
to **390** in 2018



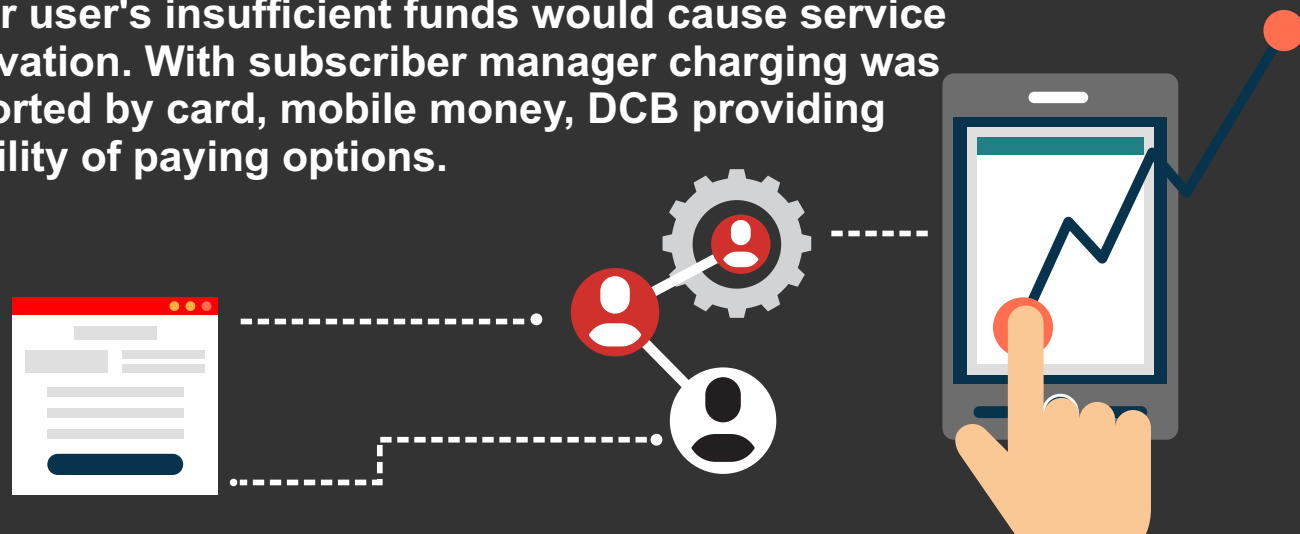
#2 COMVIVA'S SUBSCRIPTION MANAGER HELPED OPERATOR CUSTOMIZE RETRY LOGIC FOR UN-SUBSCRIBED USERS

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 7% increase in renewals. Comviva also helped in setting the threshold limit for renewal retry for unsubscribed customer basis business logic.

#3

COMVIVA SUBSCRIBER MANAGER DROVE 73% GROWTH IN ACTIVATIONS BY FALLBACK CHARGING.

Earlier user's insufficient funds would cause service inactivation. With subscriber manager charging was supported by card, mobile money, DCB providing flexibility of paying options.



#4

OPERATOR WAS ABLE TO MITIGATE THE RISKS COMING FROM DIGITAL TRANSFORMATION

with both parties (operators as well as content partners) agreeing to a predefined template containing responsibility matrix, risks, and revenue shares

