



Comviva supports one of the world's largest VoLTE RBT deployment, delivering **one billion caller tunes every day.**

CLIENT

A leading telecommunications networks that truly has been "the driver of the digital revolution" in Asia.

Captured large market share quickly and achieved numbers far ahead of competition.

Today, one of the fastest-growing quad-play operators globally.

CLIENT'S NEED

A partner capable of transforming the RBT experience for customers of the Asia's first and largest VoLTE only network, while strengthening the music and entertainment portfolio of the operator.

CHALLENGES

- The customer needed a solution and a partner capable of supporting new disruptive business models.
- The ability to provide customers with a game-changing digital experience.
- The customer was still in the planning and deployment stage of the solution and faced challenges on the architecture front. They needed a partner who could guide them through the architecture of not only our solution but peripheral items too.
- A solution capable of supporting previously unseen scales on this product and of rapidly expanding
- A technically distributed but operationally consolidated platform

CLIENT STRATEGY


Disrupt the market - Transforming the customer experience by bundling premium telco services with basic one.

OUR SOLUTION


Comviva devised the strategy and helped end-to-end with consulting, technology, and product management. Our solution is scalable, centrally manageable, robust, and hardware agnostic, enabling go live at speed.

IMPACT

200 Mn+ active users with **>90%** penetration 

26% users change song every month 

3.4 Mn tones downloads in a single day 

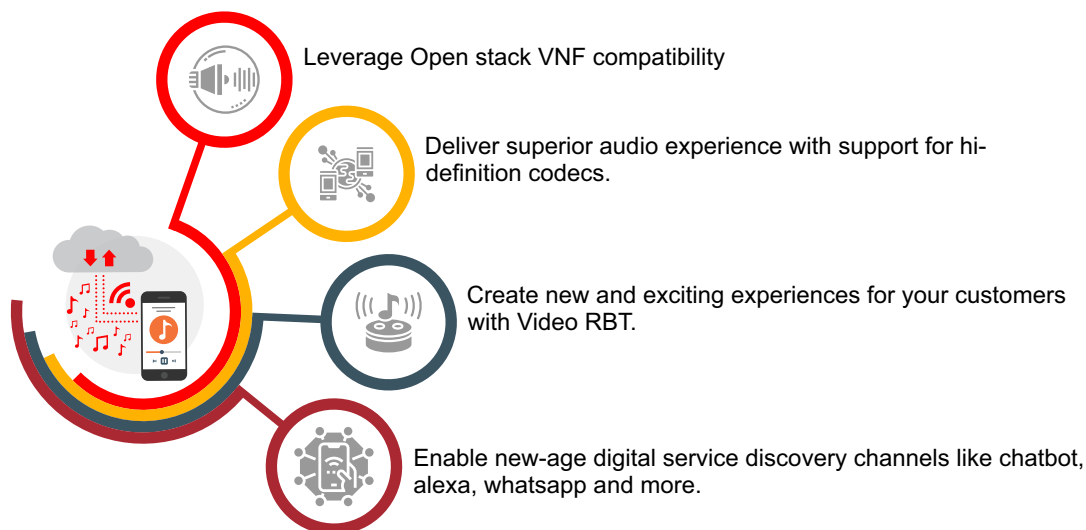
92% transaction powered by digital channels 



STRATEGY TO ACQUIRE CUSTOMERS FAST

- Built an integrated offer that included voice, data, and a slew of content-rich apps, as well as free Video Calls and other perks, all as part of the core tariff offering with no additional charges to subscribers.
- The most common CRBT use case is for a user to designate a piece of music as their CRBT for callers to listen to. This reflects how close CRBT is to Music. In this case, including the CRBT experience within the music offering makes perfect sense.
- With the introduction of prepaid tariff bundles, piecemeal billing of even critical VAS services like CRBT has become an issue; hence, a significant goal is to hard-bundle the CRBT offering into network prices. This method relieves the Telco of a significant stumbling block: involuntary churn. This was adequately addressed in the example at hand, with network pricing inclusion nearly tripling the age-on-service compared to other operators who were forced to follow suit by bundling CRBT into network rates later.

COMVIVA SOLUTION



CONCLUSION:

Comviva's highly scalable solution supports deployed capacity capable of handling over 450 million subscribers as of date. The solution worked as a catalyst in enabling consumers to quickly access services from the newly launched music app and create a digital first experience. The offering improves customer engagement and creates a USP for the operator. It set the basis for the operator to create more next-generation customer experiences quickly.

About Comviva Technologies

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, visit us at www.comviva.com