

TOP INDONESIAN OPERATOR OVERHAULS THE ENTIRE RECHARGE DISTRIBUTION PLATFORM

Client:

One of the top mobile communication service providers in Indonesia, which has its headquarters in Hong Kong. It began offering services in Indonesia in 2007.

Since then, the operator has developed into a digital lifestyle provider, serving 30 million clients.

Challenges:

Voucher use continues to be a significant revenue generation strategy in nations like Indonesia, where 93% of clients are prepaid. It is essential for the operators to offer both physical vouchers and electronic recharge to top-up customers' mobile connections because Indonesian customers have a habit of purchasing physical vouchers in bulk.

The operator was using three separate systems to manage vouchers, which resulted in operational inefficiencies and increased costs. The operator was also facing difficulties maintaining the availability of vouchers of a particular denomination while having huge unsold stocks of other denominations, which resulted in huge revenue losses for the operator.

- The system should have the ability to generate and distribute physical, digital, and electronic vouchers
- Housekeeping issues where logs had to be cleared every 4 hours
- High OpEx
- Limited reporting availability
- No set rules for password and user management
- QR Code generation and mapping to vouchers was a manual activity and error prone.

Solution:

Comviva worked with the client to deploy PreTUPS™, a single comprehensive system for physical, electronic, and digital vouchers. It enables operators to manage and track the end-to-end life cycle of vouchers, starting from product management, voucher generation, distribution, and redemption — all in a single platform. It also offers flexibility to sell a bouquet of vouchers with multiple top-up options.

Comviva successfully migrated 10 to 18 different third-party systems without any major business disruption and kept the user experience intact. We also introduced bundle vouchers and blank vouchers, which provide greater control and flexibility in managing voucher stock, leading to higher operational efficiencies and a significant cut in logistical, distribution, and management costs.

The complete PreTUPS™ solution offers several benefits

- Enables operators to modify the expiry date of near expiry vouchers
- Increase operational efficiencies in maintaining stock of vouchers by offering flexibility to retailers in assigning denominations based on requirement
- Helps in achieving big ticket sales by selling vouchers in bundles in a single transaction (Higher ARPU)
- Enables retailers to offer multiple SKUs in bundles with different benefits (voice, data, SMS)
- Facilitates building and scaling of the distribution network by simplifying complexity in hierarchy of users
- Provides intuitive mobile application to retailer to seamlessly operate recharge business

Impact:

- Migrated 1.6 billion data from the existing legacy system in 4 hours
- Expected to optimize cost and bring in operational efficiency, by enabling different SKUs in the bundle with different services and benefits
- Higher sales value by enabling retailers to sell more vouchers to the customer in single transaction
- Customers can buy vouchers in bundles from retailers and use them as per their convenience.
- Retailers can also purchase vouchers in bundles and avail discount. Blank vouchers enable retailers to buy vouchers without denomination and assign custom denominations while unlocking them.