A Superior MVNO Onboarding Experience

The client is one of the largest converging telecom operators in Spain providing fixed, mobile and broadband Internet services to residential, business and wholesale users through its main brands.

With over 14.7 million customers, the operator has led the growth in Spain's telecom market in recent years. It's proprietary mobile infrastructure network includes fiber, ADSL and 3G, 4G, and 5G networks.

Challenges:

→ Lack of a Unified System to support multiple MVNOs

→ Separate system for digital as well as physical vouchers.

→ Cumbersome, inefficient process of managing multi-level distribution hierarchy for retailing telecom products and services.

The client was looking for a comprehensive centralized system to manage the end-to-end lifecycle of vouchers (physical as well as digital) across its multiple MVNOs, while extending the flexibility to MVNO to customise and configure business benefits as per their need

A cloud-ready solution with added scalability and functionality was the preferred choice

Solution

→ Provided comprehensive VMS supporting both physical and digital vouchers

→ MVNOs can configure different benefits as per their need for their subscribers.

→ MNO can issue a network agnostic voucher which can be consumed across MVNOs and can only be redeemed by the subscriber of that MVNO or MNO.

→ Efficiently manage multi-level distribution hierarchy

Comviva offered PreTUPS™, a comprehensive prepaid account management and recharge distribution platform, capable of supporting client's multi-level distribution hierarchy across MVNOs.

With PreTUPS™, Each MVNO will be able to generate vouchers for their network and distribute it within their distribution hierarchy. Moreover, MNO can issue a standard voucher that can be consumed across MVNOs.

Comviva enables operators to manage & track end to end life cycle of vouchers starting from product management, voucher generation, distribution and consumption.

Benefits

→ Increased operational efficiency with a single solution of generation, distribution, and consumption

→ Generated and distributed 100,000+ physical vouchers each month for the MVNOs.

→ Enabled the client to onboard new MVNOs seamlessly

→ Vouchers doesn't require to store in IN Systems

→ Enabled quick time to market for newly launched products, scalability, security

In addition to managing physical vouchers, PreTUPS™ also facilitates digital vouchers. They can readily initiate 'digital voucher' request using their mobile phone and consumers will get vouchers delivered instantly on their phone via SMS, mobile app or paper-print.