

12 Million New Subscribers Onboarded in Less Than 20 Months of Service Launch



12 Million Subscribers



2-min Onboarding



350 million Inventories

About client

The client is a leading mobile network operator in Africa, providing voice, SMS, data, mobile money, & other integrated telecom services to 20 million subscribers across Africa.

Objective

The client wanted a digital platform to help deliver unique digital experiences for new-gen subscribers & support their market goals. They needed to launch differentiated offerings & provide unique pricing models for both prepaid & post-paid services in a competitive market like Angola.

Solution

- Implemented Csmart, a comprehensive digital services enablement platform for seamless customer experience with easy-to-use self-care portal, mobile app, and CRM
- Value-added services implemented - Data sharing, data gifting, vanity numbers, & eSIM gave the client an edge with more revenue streams
- Improved operational efficiency & cost savings with digital integration layer for easy, low-code integration, orchestration, & load balancing
- Ensured seamless functionality with integration to top-of-the-line payment gateways, USSD for recharges, banking systems, & provisioning systems
- Delivered high-quality solutions with faster go-live by adopting best-in-class agile & testing methodologies
- Horizontally scalable architecture supported rapid customer onboarding of 3 million within 40 days of launch
- Implemented dealer management & commissioning to have revenue sharing functionalities support for partners



Outcome

- Quick GTM & subscriber growth through optimized inventory management & multi-level partner management
- Adaptability to changing market conditions & alignment with business goals through a highly scalable & flexible platform
- Revenue realization through generation & maintenance of physical and e-recharge vouchers, leading to quick sales
- Attraction of a wider customer base & increased revenue streams through support for multiple services like 3G, 4G, & mobile money
- Improved coordination & efficiency in the distribution channel through enhanced management of distribution partner relationships

Key results

