8% DROP IN CUSTOMER CHURN RATE FOR AFRICAN MNO

About Client

A major African 4G LTE operator, the client offers broadband, VoIP, FTTH & FTTE as services in both pre-paid and post-paid models. The MNO serves over 250k subscribers in retail & enterprise segments.

Key Results

8% drop in customer churn rate

From 2 weeks to 2 days – Reduced time for new offerings launch

B2C, B2B, B2B2C business models support - Multi-service offerings from single platform

Objective

The African client wanted to penetrate new segments and control churn. The MNO wanted to improve overall customer experience by migrating from their legacy BSS system to an end-to-end Digital platform. The platform should converge all the operations of all their existing lines of business on to a single system. The new system should also support converged charging, real-time billing and the quick launch of innovative services.

Solution

Covalensedigital deployed Csmart Digital Services Enablement Platform to address concept-to-cash value streams with one digital experience through Self care, Mobile App & Chat Bot. Our microservices based Open API layer helped them integrate multiple network elements across wired and wireless networks with the Csmart platform. Convergence was achieved through seamless migration from multiple legacy platforms.

Outcome

Omnichannel customer experience across wired and wireless services

Operational automation achieved to the tune of 60%

Seamless migration - with no impact on BSS

To discuss more, please fill in the contact form at
https://csmart.digital/contact_us
One of our experts will contact you soon.