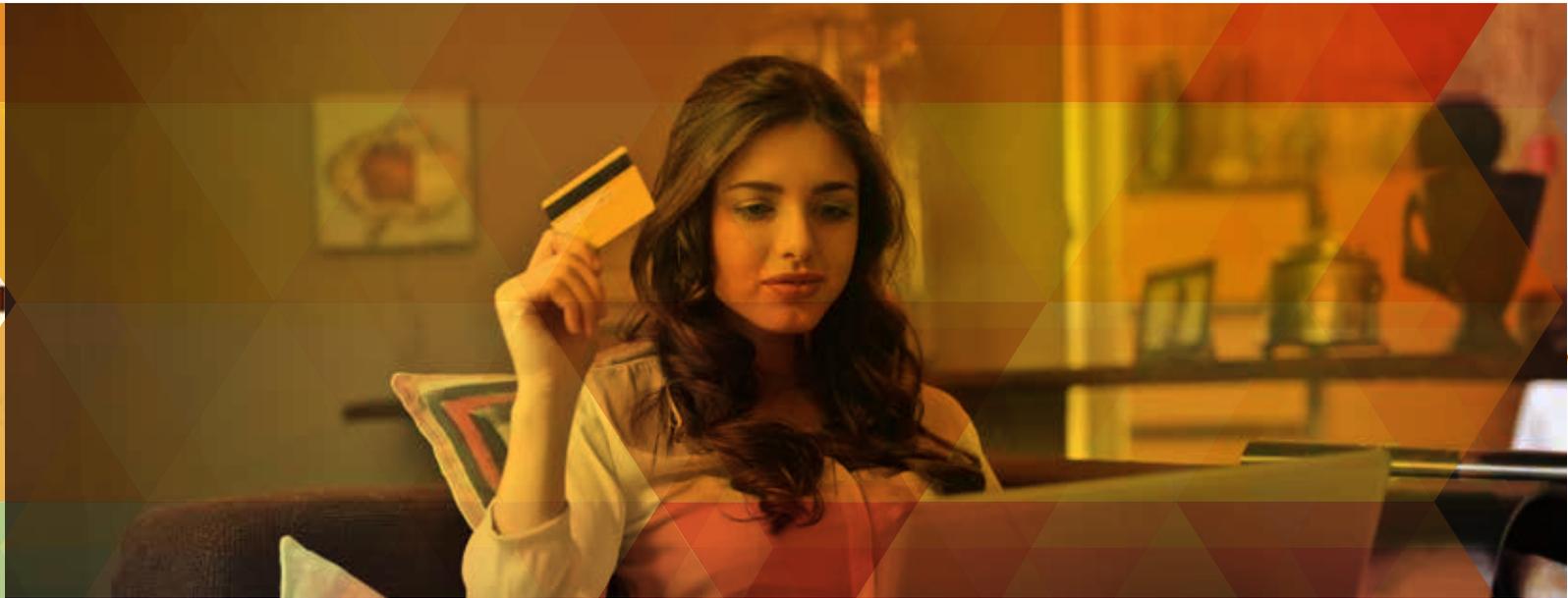


Driving 360 degree customer experience and top line growth for a tier-1 operator in africa



The Objective

The objective was to develop a VAS architecture which could manage a vast portfolio of VAS from multiple vendors. The Tier-1 operator in Africa was after an architecture which apart from lowering the CAPEX and OPEX would provide a 360- degree customer experience, fostering customer loyalty across its operation in 17 countries in Africa.

The Challenge

The challenges faced by the operator are detailed below:

- High operational costs to manage overall service quality
- Managing operations and services efficiency
- Multi-location and multi-lingual support
- Managing different processes from remote locations
- Working in different production environments
- Varied workforce and diversified technology devices to manage different service processes from remote locations

The Solution

VAS services had put a strain on existing IT and Network infrastructure for the African operator and thus, product development schedules, sales & marketing capabilities, billing, and customer care were tested heavily.

The operator wanted to enable & empower its subscribers with services that are accessible and controllable in a self-service environment. With it's IT and Network services outsourced to other vendors, it was quite challenging to rapidly deploy self- service VAS capabilities & guarantee high VAS uptake and ensure the viability of the current and new IT and Network infrastructures. iSON along with these vendors proactively took the ownership to program manage and ensure VAS services implementation.

The scope of the project included:

- VAS Consulting ensured comprehensive service delivery infrastructure implementation and optimal usage of systems

Operations and SLA Management

- Complete operations and end-to-end service availability, performance monitoring and management to ensure optimal usage and uptime of VAS nodes- Flexi recharge, USSD Gateway, SMSC, etc. and other VAS services.

Capacity Management

- Proactive capacity monitoring and facilitating timely capacity allocation and augmentation.
- Subject matter expertise with knowledge of local languages
- 365 X 24 X 7 remote location support
- End-to-end support including consulting services, server/ storage & network operations of all VAS nodes

The Benefit

iSON managed the project with other vendors and ensured that the VAS systems were managed dynamically and responsively. This resulted in the following benefits:

Faster time-to-market

1. Streamlining processes and practices ensured quicker integration to the operator's IT and Network ecosystem. Thus, new services were launched in shorter turnaround time.
2. The service Uptime and Performance were maintained at the highest uptime level with continuous remote monitoring and support for all VAS systems and applications. In addition, performance levels were sustained vis-a-vis VAS services adoption and uptake.
3. SLA driven operations in line with SLAs ensured superior customer experience.
4. Increased cost efficiencies by streamlining processes and practices, enabling optimum usage of available capacities and faster service launches resulted in the reduction of overall operational costs.