

A woman with blonde hair, wearing a light-colored hat and red-rimmed glasses, is smiling while looking at a white smartphone. She is sitting in a train car, with the window showing a blurred outdoor scene. The background is a dark blue gradient.

OPENET®

# DIGITAL JOURNEY TO DIGITAL DESTINATION

10 Ways To Better Engage Subscribers

# INTRODUCTION

According to [Analysys Mason](#) the key driver for Digital Transformation in mobile operators is the desire to be valued like tech companies. This begs the question: **If mobile operators want to get stock valuations that mirror tech companies, isn't it about time they started acting like tech companies?**

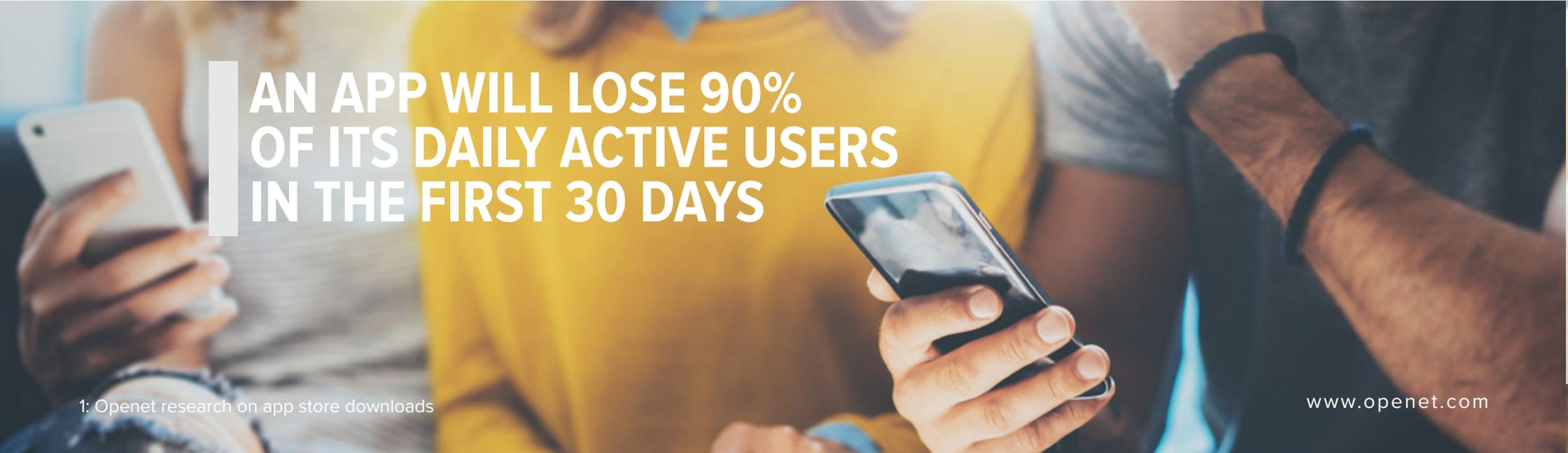
Operators have an uphill battle in this regard. An average operator today has a self-care app penetration level of less than 20%<sup>[1]</sup>. From Android data we know that an app will lose 90% of its daily active users in the first 30 days. 

How can mobile operators buck this trend and create an experience that will see subscribers not only downloading but actively engaging with their services? Mobile operators need to embrace the challenge of becoming a subscriber's digital companion throughout the day through fully featured self-care apps.

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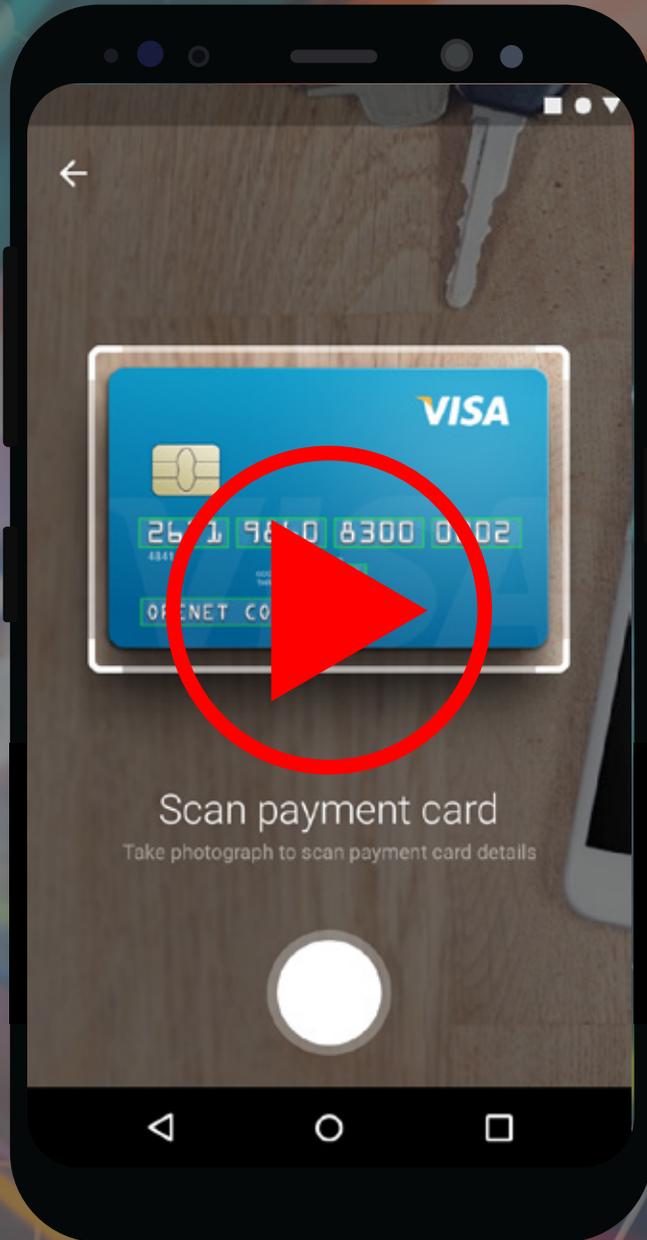
Providing subscribers with the ability to seamlessly sign-up to new services, manage allowances and engage with operator owned and third party content will ensure the success of an operator's digital strategy.

In this eBook, you will see 10 Digital Journeys from all stages of the customer lifecycle to illustrate how an operator can provide their customers with an app based digital experience and ensure that this app becomes the growth engine for the entire business



**AN APP WILL LOSE 90%  
OF ITS DAILY ACTIVE USERS  
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1: Openet research on app store downloads

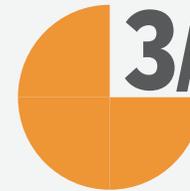


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## SUBSCRIBER ON-BOARDING

Signing up new customers in a fast and efficient way is fundamental to the success of any operator and this is particularly true in a digital context. According to a recent survey by Clutch nearly three quarters of respondents thought the app on boarding process should take [60 seconds or less](#).



**3/4** of respondents thought the app on boarding process should take **60 seconds or less**.

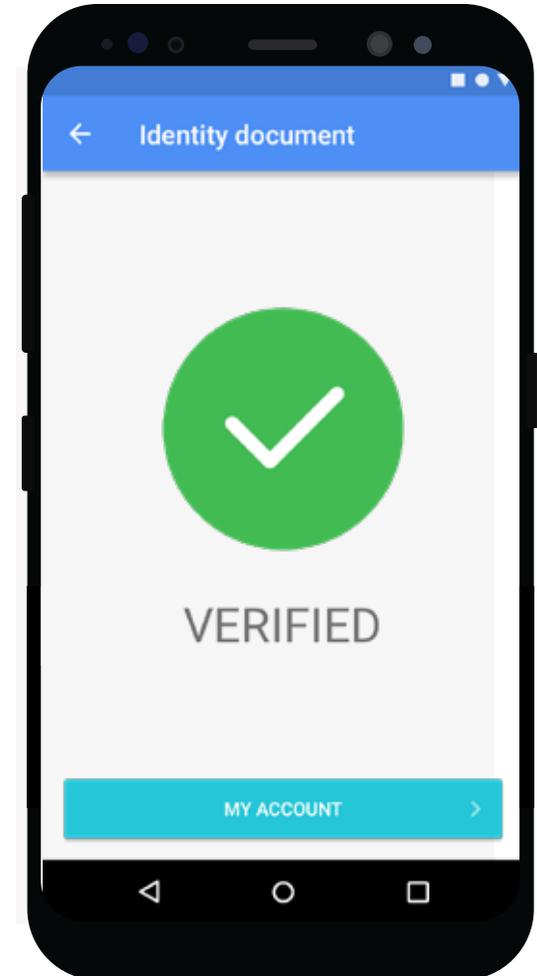
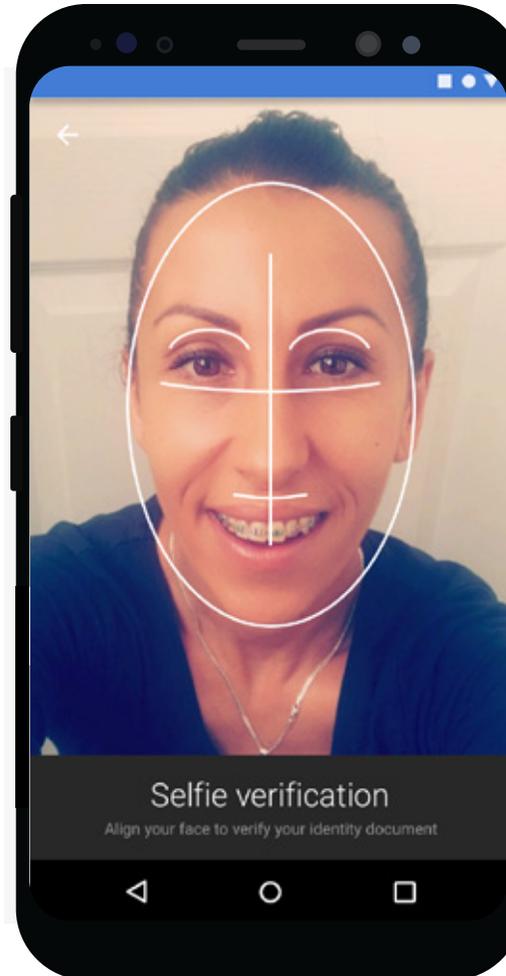
This presents challenges to an operator who require a lot of information to legally on board a new subscriber. GPS auto-capture of address, picture scanning of credit cards makes this process seamless and reduce sign-up drop outs. Operators should allow a customer to sign-up and use their Google credentials to speed up the account creation process for the subscriber. This can be replicated for social networks like LinkedIn, Facebook, Twitter, etc. and eases the friction for users as they don't need a separate user name and password for multiple services. Where operators target immigrant sub sections of a country, having the ability to switch the self-care experience into their local language is invaluable.

All of these elements can reduce friction in the sign up journey increasing the chances that the app can be a long term success.

## PASSPORT SCANNING & SELFIE ID (KNOW YOUR CUSTOMER)

As part of the on-boarding journey some countries require an identity document to be uploaded and verified in order to activate the SIM on the network. This has typically been done in an operator's retail store but many new operators in particular won't have this retail presence. Back office identity document verification is also resource intensive for an operator, not to mention extremely mundane for the back office staff involved. Having a Know Your Customer (KYC) solution in place as part of the onboarding journey on the app is an essential part of reducing sign-up friction and lead times.

Customers can scan their passport or national ID via their smartphone camera, take a selfie and the images are clashed for veracity. If the images are a match the customer is verified, if not they are asked to retake the image, or the pictures are sent to the back office to administer. This automates a very manual process for an operator and speeds up on-boarding for the subscriber.

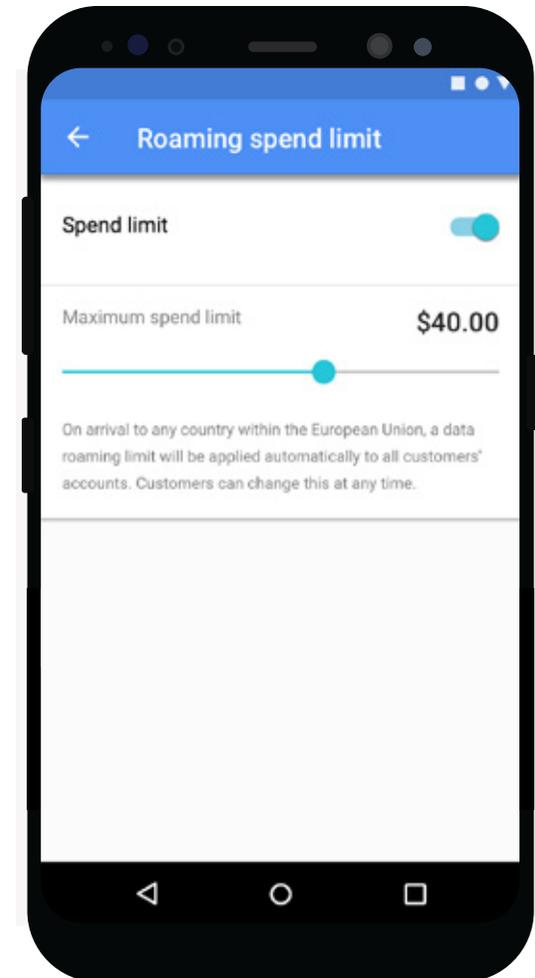
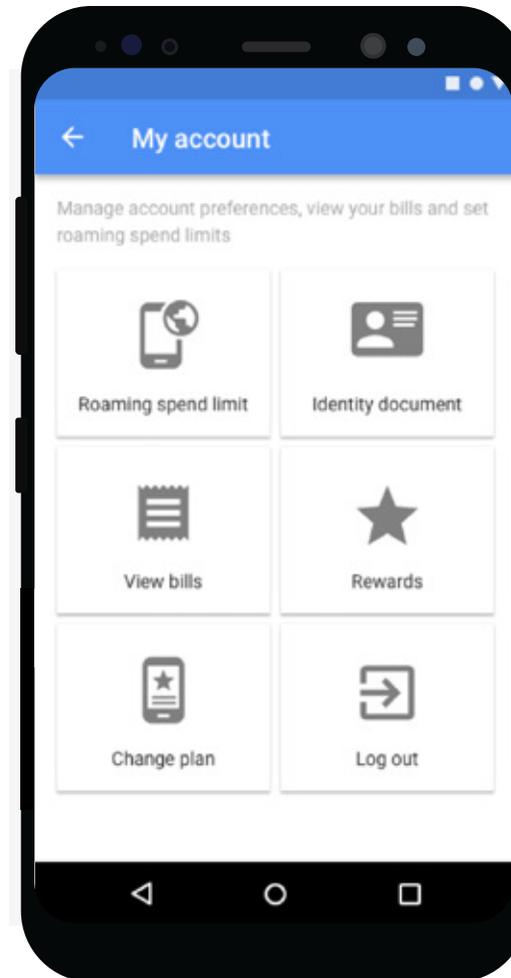


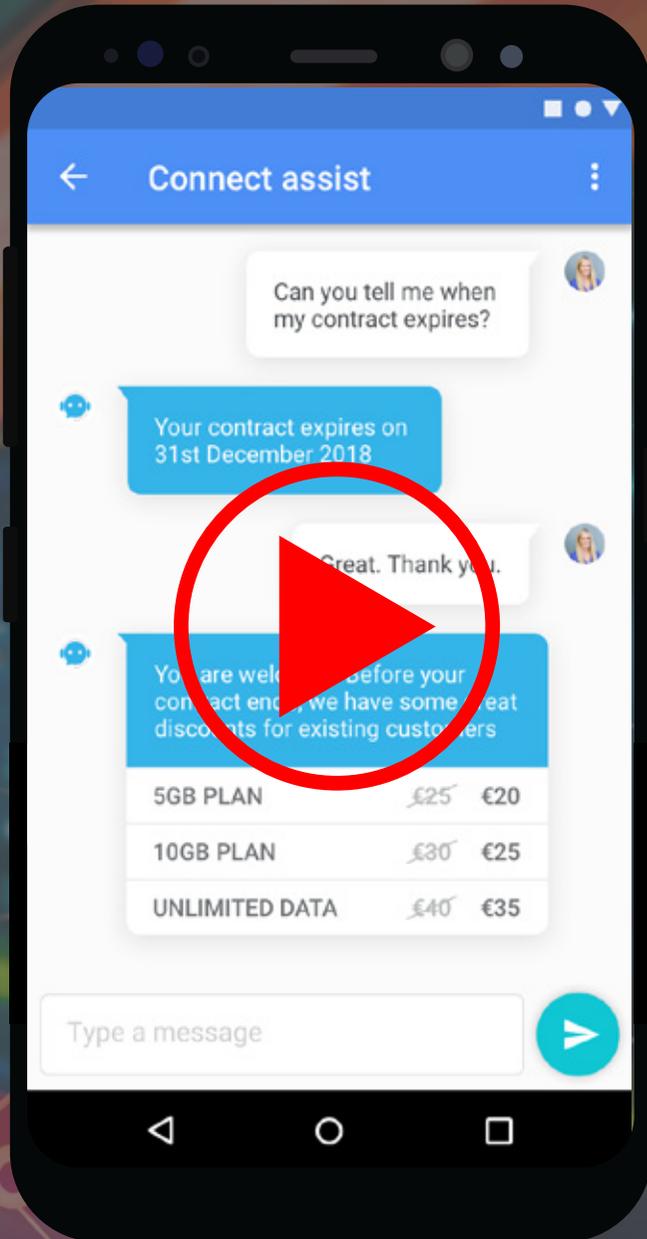
## BILL SHOCK & ROAMING SPEND ALERTS

Now that a customer has signed up to the service and has on boarded via the app, how do you engage these subscribers in a meaningful way? Building feature rich service capability into their app will allow them to make the app the first point of contact for all subscribers

**16%** of subscribers have experienced **bill shock**

According to the FCC in the US 16% of subscribers have experienced bill shock. This is especially prevalent when it comes to data roaming where subscribers often have no ability to either limit their roaming spend or purchase roaming passes on a per country basis. Putting in place a journey where subscribers can limit their national or international spend is a sure fire way of generating trust with a subscriber and eliminating those nasty bill shocks.





Click here to watch the video online



## CONNECT ASSIST (CHATBOT)

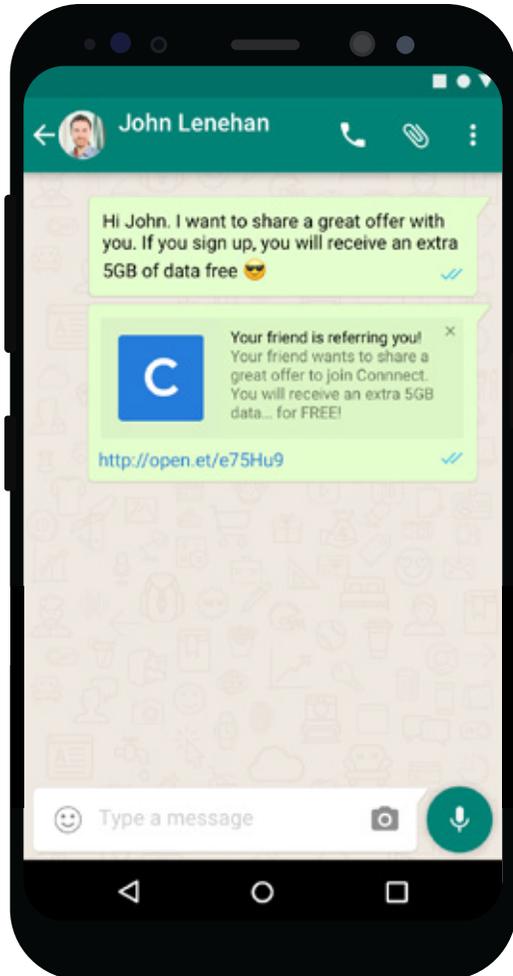
By 2020 IDC predicts that **40% of commerce transactions will be enabled by conversational AI solutions**. Some analysts are even more bullish than this. Operators need to shift the behaviour of their customers 180 degrees to enable their digital transformation goals. The default action for the bulk of customers is to phone the call centre when they have an issue. An ideal scenario for an operator is having 3 levels of customer support:

1. Make the self-care app the hub for any customer queries and the first place they think of when they have a question
2. Use the conversational AI Chatbot to answer common queries. Tobi the **Ovodafone** chat bot can answer 70% of queries and this number will only get higher
3. When a chat bot is struggling to answer the question a live chat with an agent should be enabled via the app.

Scripted chat bots will always struggle to keep up with the nuances of language. If we consider that 15% of all new Google searches have never been asked before, we get a sense of how vast the challenge is.

**15%** of all NEW Google searches have never been asked before

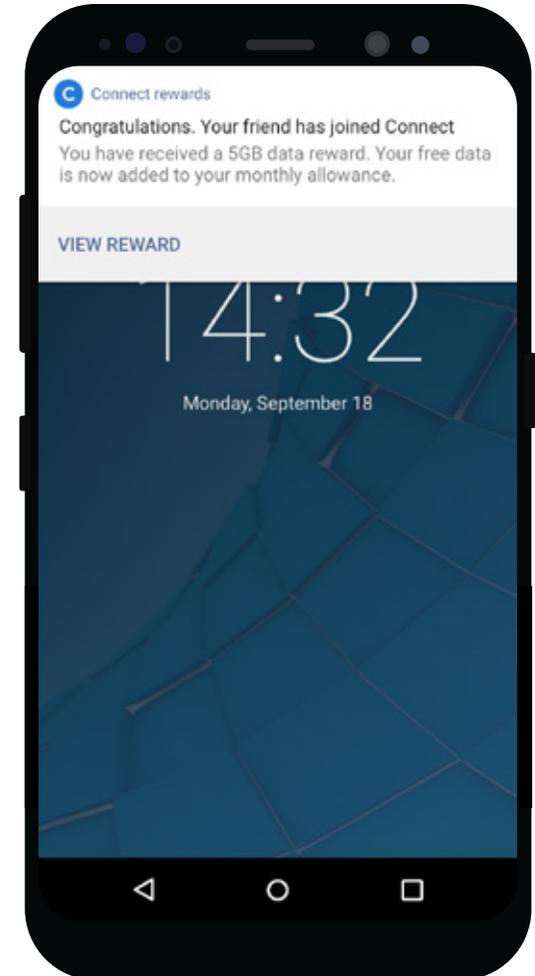
## REFER A FRIEND

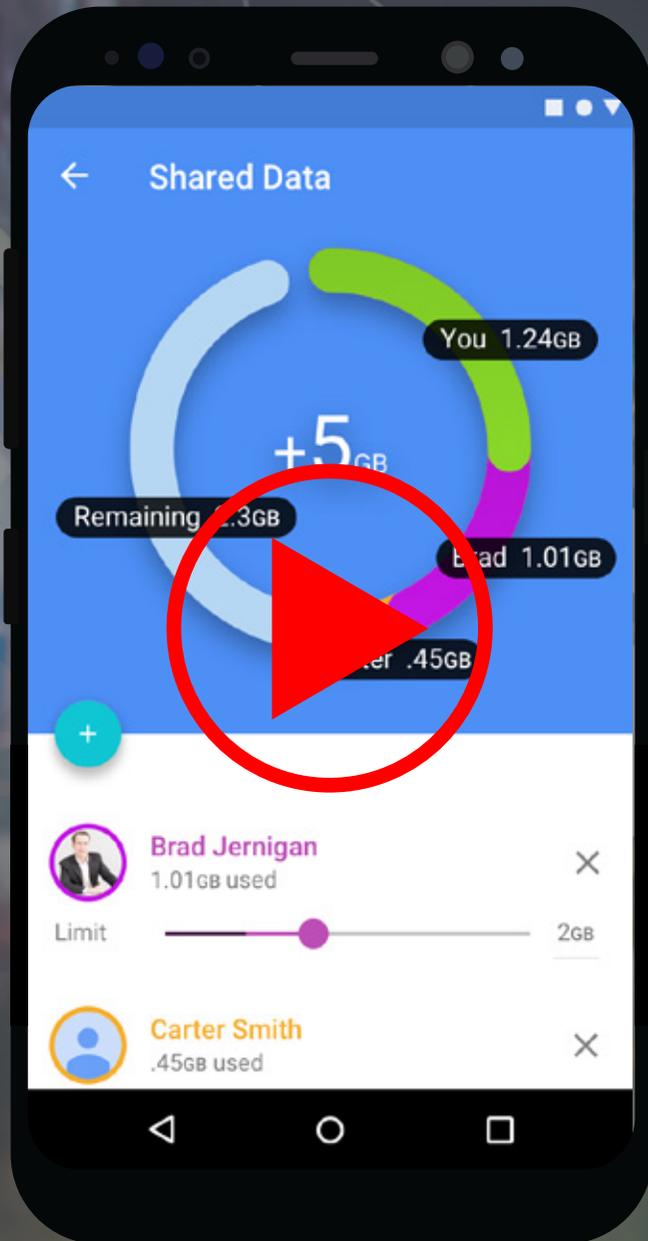


Consultancy firm Roland Berger found that customers who use their self-care app spend more and stay with an operator for longer. What if there was an app enabled way to allow this cohort of your subscribers to become a digital growth engine for an operator? In order to grow their existing base of customers quickly operators need to be able to offer enhancements to subscribers who bring their friends to the network. In the past these processes were highly manual in nature and cash rebates took weeks if not months for the bonuses to take effect.

**! Customers who use their self-care app spend more and stay with an operator longer.**

An app based Refer-a-Friend approach shows how quickly a subscriber can share a referral offer via whatever communication channel they wish. Once the new subscriber downloads the app and signs up to the service a reward of data can be applied to both the new and existing customer in real-time.





## DATA SHARING

Launching data sharing plans to the market drives up subscriber numbers as the lead account holder brings additional subscribers onto the service which drives up data usage and revenues.

The easiest way for subscribers to manage these shared plans is via the self-care app. SMS based sharing of data can work reasonably well but by providing this functionality via the self-care app, it gives subscribers another all important reason to engage with their operator. Adding new subscribers to a shared group is completely seamless in the example shown and any subscriber on the same network can be added. Where someone is not on the same network as the shared plan account holder, they can be sent an automatic referral as per the previous digital journey.



[Click here to watch the video online](#)



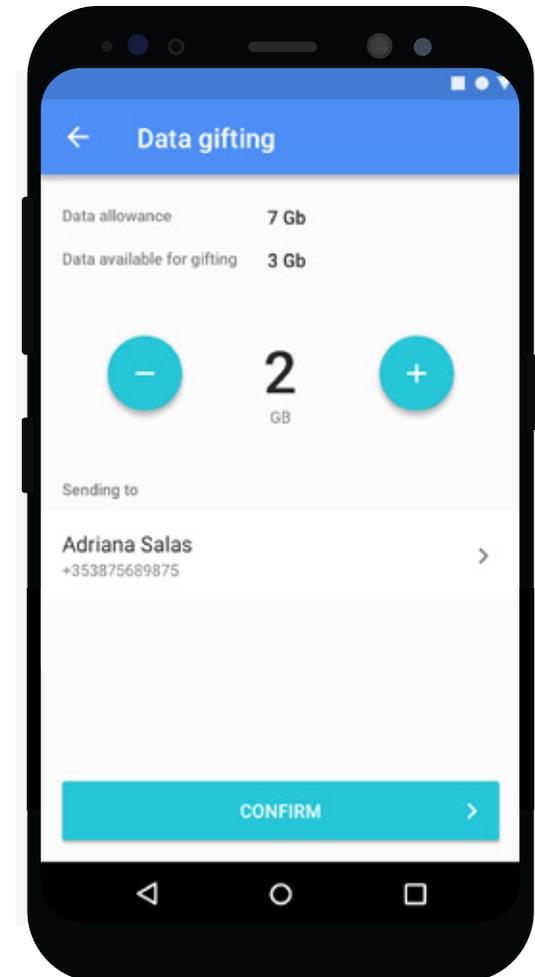
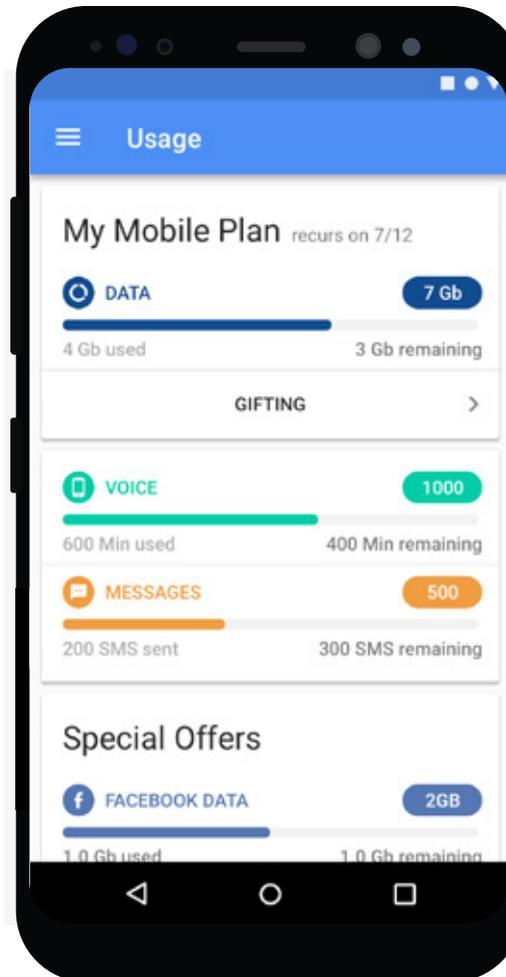
## DATA GIFTING

Many subscribers finish the month without having used their entire data allocation. Data Gifting allows a subscriber to gift their already purchased data allowance with another subscriber on the same network. Many operators already provide this functionality via SMS or USSD in some markets but enabling Data Gifting via the operator's app provides a much richer experience.

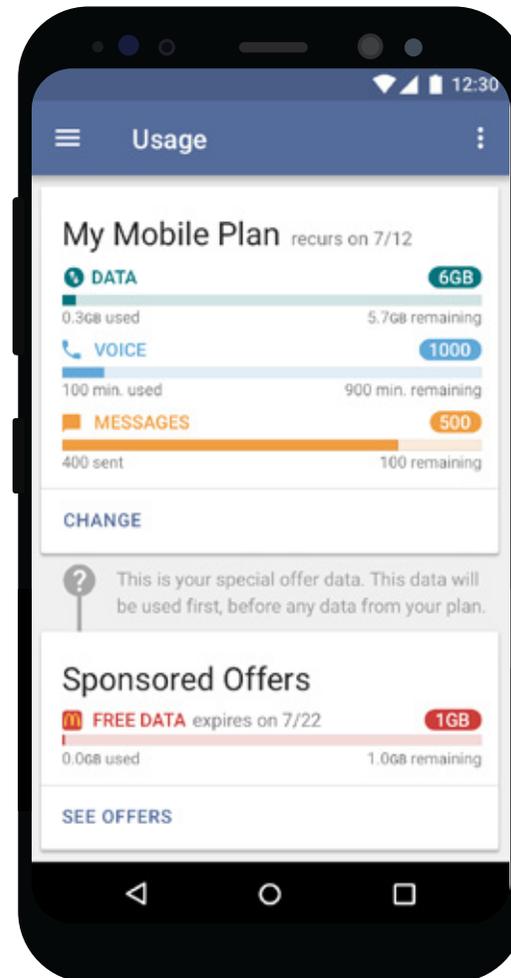
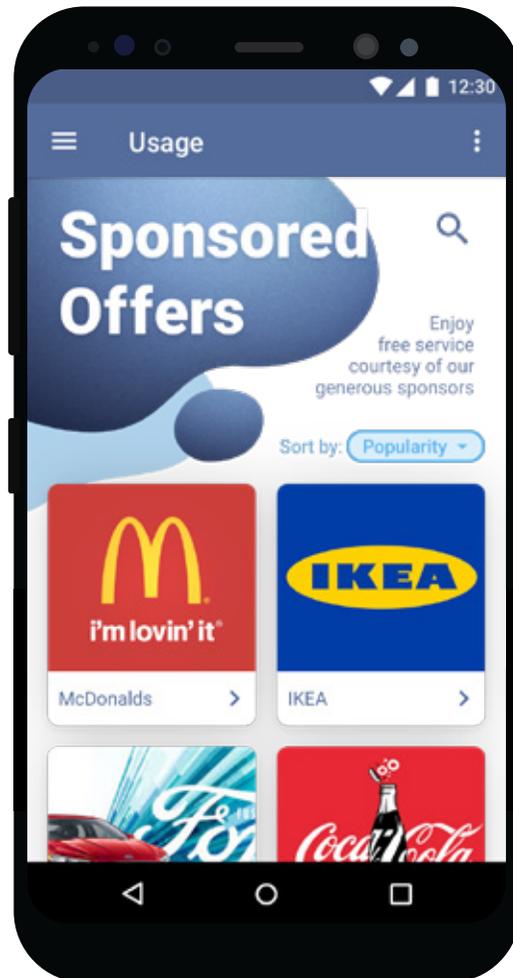
Enabling Data Gifting for subscribers improves customer satisfaction, value for money perception and NPS as subscribers are utilising all of their data. It also gives them that all important reason to check back in on their self-care app, ensuring operator relevance in a crowded digital marketplace.



**Enabling Data Gifting for subscribers improves customer satisfaction**



## SPONSORED DATA

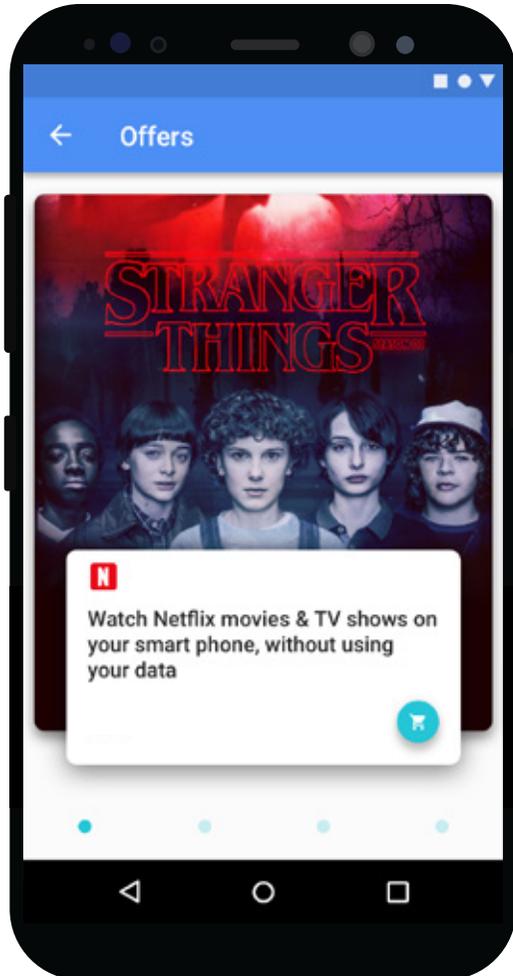


A recent [Syniverse](#) report showed that 62% of consumers in Asia are willing to accept branded content and advertising in return for free data access. Having the ability to promote this type of service to a potential subscriber helps to drive up net subscriber additions. Wholesale models which allow partners or sponsors to pay for data usage is an innovative way of growing overall mobile revenue.

**62%** in Asia are willing to accept ads for free data.

These models ensure that the benefits derived are not just the preserve of the operator. The content provider drives up usage of their website or app and consumers do not have that usage counted toward their monthly data caps. Controlling this journey via the operator self-care app is an excellent way of ensuring regular app usage and improving overall subscriber engagement. Sponsored Data services will ensure that an operator's app will stay relevant and top of customers mind each day.

## TV &amp; MEDIA CONTENT



Launching new digital services has provided a rocket boost to the **TURKCELL** business and has been the engine for consistent mobile data usage and ARPU growth. Mobile APRU has grown as subscribers increase their use of operator owned music and TV services.

**TV+** Subscribers watch TV+ for **55 MINS** per Day

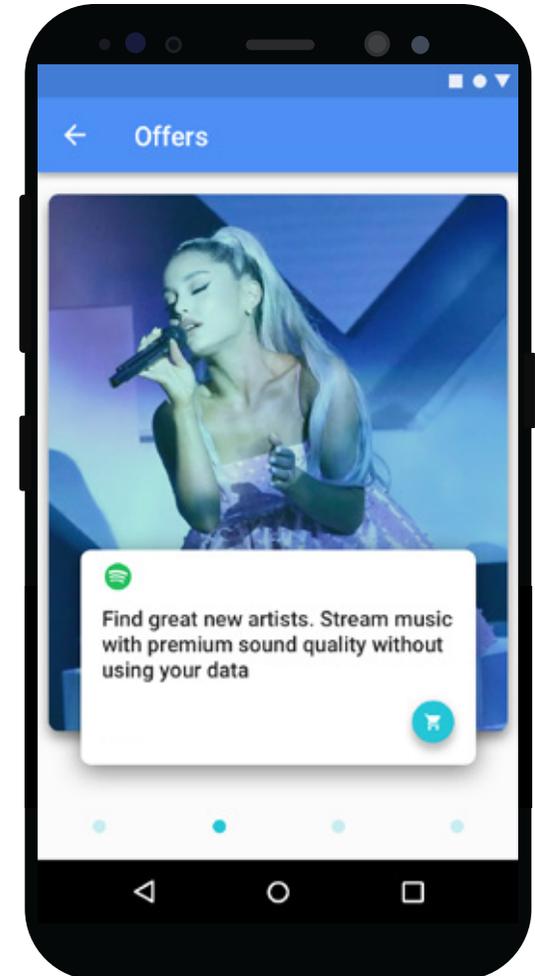
+

**fizy** Listen to 'fizy' music app for **23 MINS** per Day

=

**ARPU Growth YoY 2018** **13%**

Embedding all of these services in an operators self-care app will ensure consistent subscriber engagement, drive up usage and overall ARPU. Where customer usage of a particular service like mobile TV dips, an offer can be personalised to the subscriber to zero rate the service for a short or indefinite period of time.

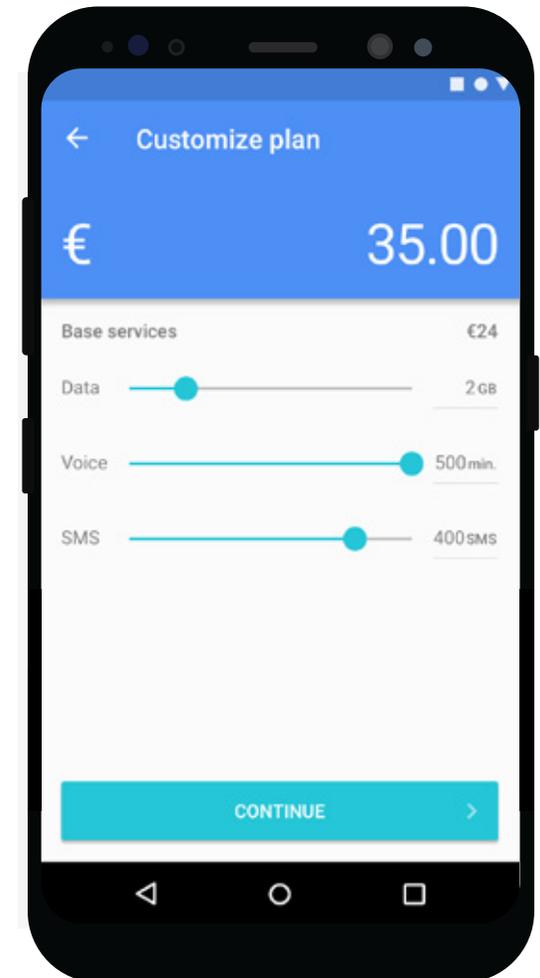
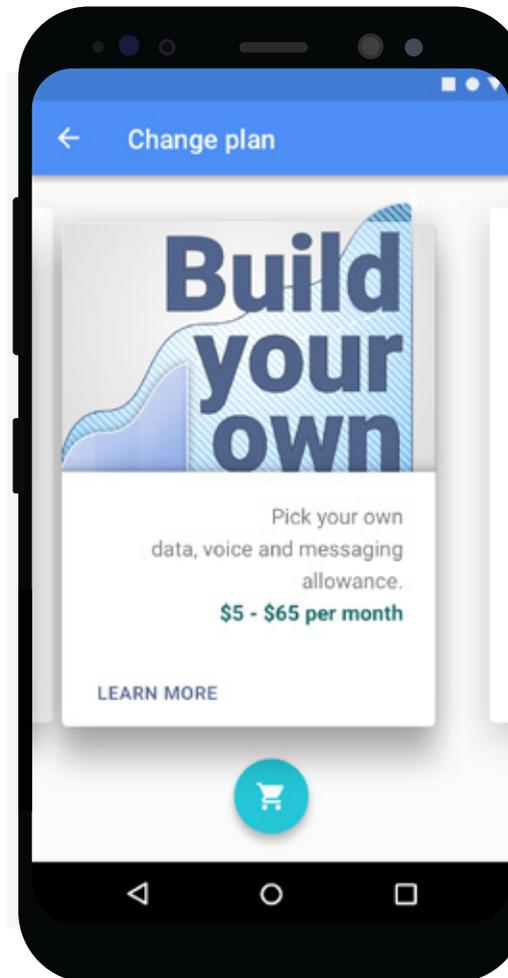


## CHANGE PLAN

As subscribers move through the standard customer lifecycle their needs and their circumstances can change. This may involve moving to a more suitable plan on a larger or smaller bundle of data and services. Subscribers should have the option to purchase a new plan but also to build their own plan specific to their voice, data and SMS needs. Providing this capability via the app will not only reduce inbound call centre queries it also makes customers happier.

Operators **will lose** at least **10%** of their post-paid customers every year.

Unfortunately, for telecoms companies churn is a fact of life and even the stickiest of operators will lose at least 10% of their post-paid customers every year. Massively cumbersome termination processes are a massive bugbear for subscribers. If a customer does want to leave, providing them with a fast and easy way of doing this will boost overall perception and keep an operator in the hunt for a winback down the line.



# BEYOND THE APP: 'ALEXA, GROW MY REVENUE'

Smart Home and Digital Assistant revenues currently make up a small portion of telecom operator revenue but it is the area that is growing at the highest rate. Ovum predicts that Smart Home revenues will increase by 21.6% in 2019 buoyed by higher smart home device purchases which will lead to better engagement with operator services. **T** Deutsche Telekom in Germany have 300,000 Smart Home customers with 120,000 of them being added in the past year<sup>[1]</sup>.

The benefits to an operator of a smart home device sale are not just linked to revenue growth. At the recent Ovum Digital Futures event in London September 2018 a *Telefonica* representative outlined how **81% of the Aura Digital Assistant users don't phone the call centre**<sup>[2]</sup>. Granted this is from a relatively small install base but it still represents a massive cost saving opportunity for the operator. Aura is integrated into most Telefonica apps and they are launching their own home

hub in October 2018 [as announced at MWC](#) this year.

Not all operators will have the scale to launch their own white labelled smart home assistant. However, promoting  Google HOME or  as part of a bundled offering should also be considered.

1: Connected World 2018  
2: Ovum Digital Futures 2018

## SMART HOME REVENUE PLUS 22% IN 2019

# SMART FUTURE





## SUMMARY

Telecoms operators have come a long way in their quest to transform their subscribers experience but the digital transformation journey is far from over. Vodafone Group talk about moving from 'mostly human to mostly digital' interactions with their subscribers.

 **vodafone GROUP**

**SELF-CARE APP  
PENETRATION  
TARGET 2021\***

**95%**

In order for them and their peers to get to this destination, they will need to provide compelling reasons for subscribers to stay engaged through all parts of the lifecycle. The only thing we know for certain is that the goal posts will continually shift and maybe Ralph Waldo Emerson was right that *'It's the not the destination, It's the journey'*.

\* Q2 2018 Investor Relations Report from Vodafone Group

# ABOUT OPENET DIGITAL BUSINESS PLATFORM

The Openet Digital Business Platform (DBP) provides capabilities that will enable a service provider to:

- Deliver a superior Omni-Channel Experience to their end-customers
- Enhance the level of Engagement with their customers
- Facilitate the Enablement of digital transformation in key areas across their entire business

DBP is designed to enable a service provider evolve, extend and expose their product and service offerings in line with digital best practise, with seamless execution across Sales and Marketing Management, Customer Relationship Management, Product (and Service) Management & Revenue Management.

## ABOUT OPENET

Openet provides real-time software solutions and services to enable service providers to create new revenues from digital services and improve customer engagement. Our Digital Business Platform and solutions enable service providers to be more agile, innovative and enjoy a faster time to value.

We are all for open solutions that deliver value and benefits to our customers. We are against vendor lock-in and the vendor first, second and third approach that has been endemic in telecoms. We work with our customers to deliver innovative solutions that drive value and enable change.

We passionately believe that the most adaptable businesses are those that prosper best. We help our customers transform their businesses and access new revenues and profits by using the latest technologies and methods—in ways ranging from augmenting existing architectures or replacement with more agile and cost-effective end to end platforms.

Since its foundation in 1999, Openet has been at the forefront of telecoms software development and innovation. Our success is personified by the many long-term relationships it has fostered with the largest, most progressive, and demanding operators across the globe.

For more info visit [www.openet.com](http://www.openet.com)