

How to grow revenue and increase market share through product optimization



The mobile operator in this case study is a leading multinational mobile telecom company with operations across Africa, Europe and Asia. It leads the market with:



Underdeveloped economy, slow GDP growth with high unemployment



Purchasing power is low with low income and high cost of living



High competition with four cellular market players

THE ENDLESS CHALLENGES

Falling sales and growth stagnancy

Overall sales slowing down, aggressive competition in the region, coupled with low reseller motivation to sell existing products expected to take a hit on the company's top line. Solution discussions with SDS revealed a need for software and hardware upgrade. However, execution and implementation were challenged with political instability and turbulence in the area operator is functional in.

THE SOLUTION

Omni-channel digital Value Added Service (VAS) bundle sales

Despite all odds, solution was proposed and implemented with introduction of VAS Bundles, a higher value product, enabling subscribers to directly purchase a "bundle" of products instead of buying airtime, SMS and data individually. Coupled with launch of a mobile application to transact, the complete solution gave the right push for improved digital channel penetration.

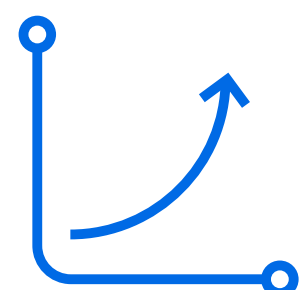
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Introduction of high-value VAS bundles to stimulate the operator's digital journey of rapid sales growth, improved market share and increased channel adoption.



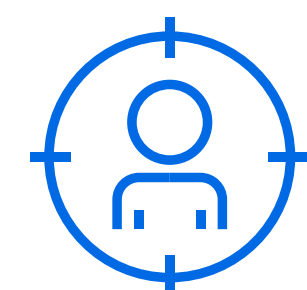
Implementation cost recovery

Initial cost of implementing Data/VAS bundles (USD 109,070) recovered in sales of first month



ROI and continuous growth

30% increase in revenue realised followed by consistent growth through data usage stimulation



Market competitiveness

Diversified range of products, increased market share and first mover advantage



Enhanced user experience

Improved customer journey and brand loyalty through ability to buy bundles upfront

30%

Year-on-year sales growth since introduction of electronic

45%

Prepaid recharge transactions for bundle purchase

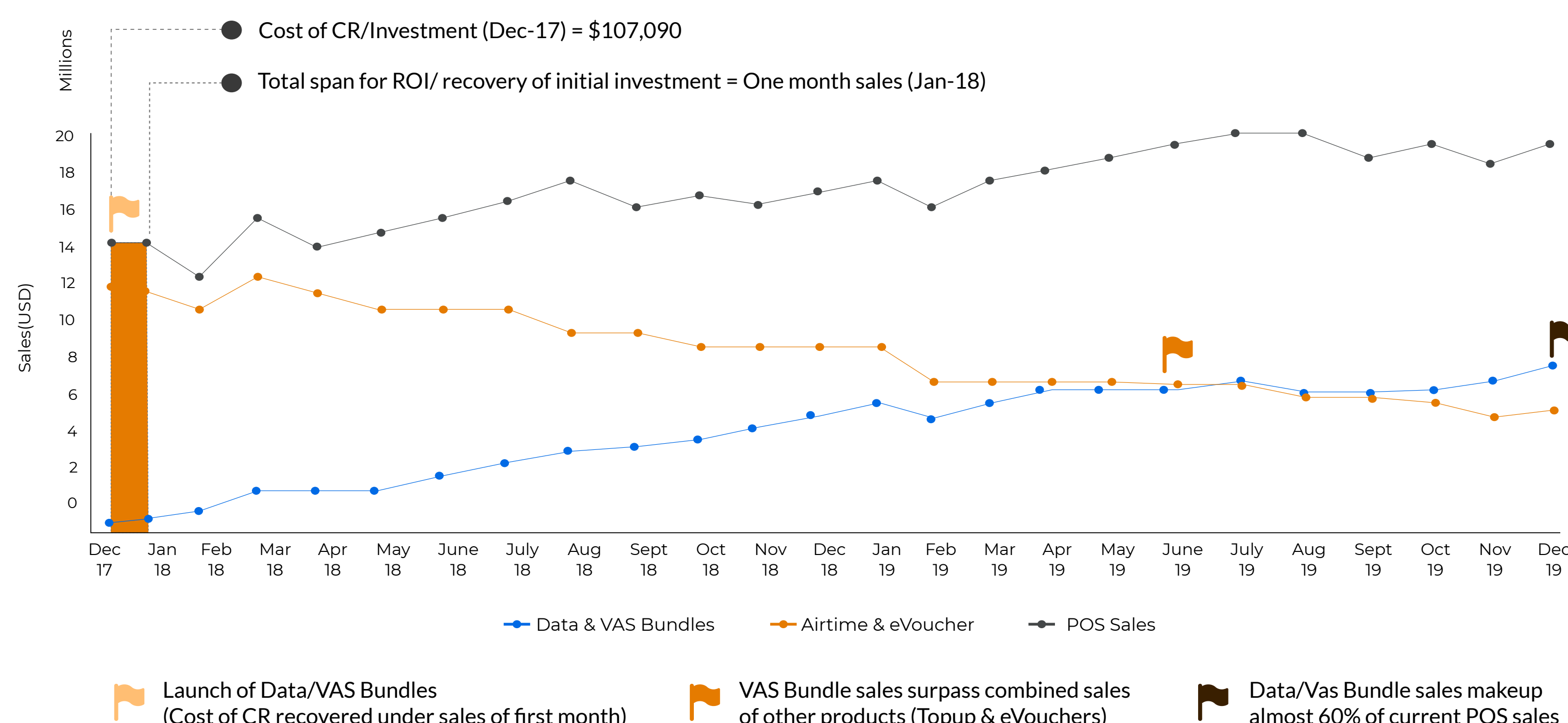
60%

Prepaid recharge sales amount from bundle sales

95%

Resellers actively selling bundle products

Breakdown of total POS Sales Airtime & eVoucher vs. VAS Bundles



400% +

ROI on the initial cost realized in the form of higher revenue generated in first 6 months of implementation

107,090 (USD)

Total cost of investment incurred one time

107,090 (USD)

Additional revenue generated in 6 months of VAS bundle introduction