



Case Study - East Africa

“Un-coding the promotion”

A leading East African Communications Service Provider (CSP) struggled with the problem of rolling out new and innovative promotions and value added services (VAS) to their 10 million subscribers in a fast and efficient way in order to outdo its competitors, reduce subscriber churn and increase ARPU.

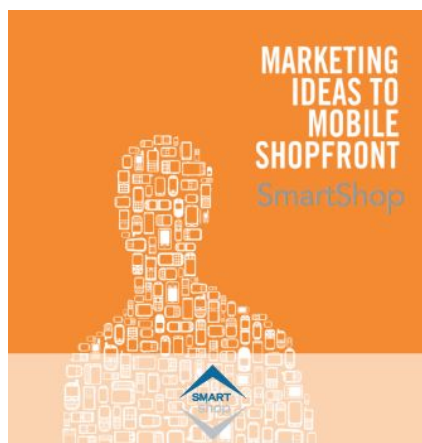
Concurrent Systems (Pty) Ltd introduced the CSP to its SmartShop, an innovative system that allows the translation of marketing ideas into usable value added services within hours. SmartShop does away with the need to have computer programmers interpret marketing ideas and then code a solution – a process that normally takes months from idea generation to the roll out of a service to subscribers. SmartShop has pre-defined business logic built in, handles the promotion or VAS lifecycle, charges subscribers for the service and handles all notifications to subscribers in up to 4 languages via USSD or SMS, all without the need to write a single line of code.

SmartShop
“un-codes”
promotions
resulting in rapid
deployment of
marketing ideas

The promotion is simply configured via SmartShop’s easy to use graphical user interface, with corresponding configuring of the CSP’s charging system, tested and launched – within hours instead of months!

The CSP adopted SmartShop and has rolled out a number of VAS promotions. In the years since its introduction, SmartShop’s reporting and business monitoring tools enabled the CSP to study and analyse the uptake of various types of promotions. These tools created the opportunity for analysts to determine the type of promotion most popular among subscribers and to focus their attention on the creation of popular variations thereon.

Four years later, the promotions on offer via the SmartShop shopfront consisted of the following:

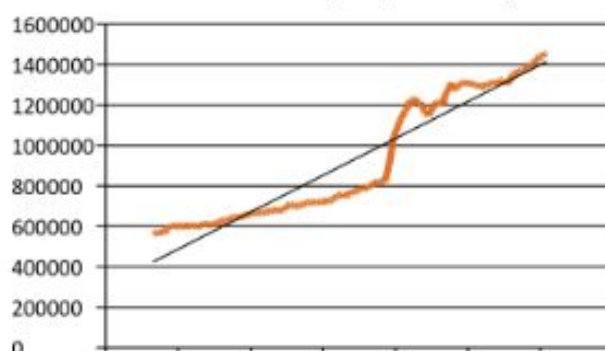


- 10 different data bundles with validity periods from 24 hours to 1 month and a variety of data volumes;
- 3 levels of speed upgrades for all data bundles;
- 20 different voice bundles, some allowing discounted international calling, some aimed at business subscribers and some specifically reasonably priced aimed at younger subscribers.

SmartShop handled an average of almost 2.4 million subscription requests for the above data and voice promotions per day. There were on average around 1.4 million unique active subscribers, some utilising multiple offerings simultaneously. The number of subscribers managed via SmartShop had more than doubled in the year, growing on average by almost 1 800 new subscribers per day.

Number of Subscribers

Ten day moving average of number of subscribers managed by SmartShop



Although SmartShop is capable of handling much more than simply data and voice bundles, these proved to be the most popular at the particular time. This is partly due to the rise of the smartphone and other connected devices, leading to massive growth in the demand for data.

The CSP's subscriber base grew to almost 12 million in the same year with subscription revenue generated by the data and voice bundles purchased via and managed by SmartShop fast approaching US\$ 500 000 per day and exhibiting a strong growing trend. Not only was the number of subscribers increasing, but there was also a

Daily ARPU

US\$





noticeable increase in revenue per subscriber.

This revenue generated by VASs deployed and managed by SmartShop is a significant contribution to the CSP's total revenue, made possible by rapid deployment of new VASs and the subsequent analysis and fine tuning of these VASs to ensure maximum subscriber uptake.

With SmartShop operator innovation is turned into subscriber activation quickly and efficiently.

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