Introducing
The Digital Telco
by

Evamp & Saanga

A complete Digital Experience from the Ground Up

A unified digital engagement platform for sales-related (commerce) and after-sales customer (care) support

Agenda

o **Evamp & Saanga Brief Introduction.**

o **Digital Telco.**

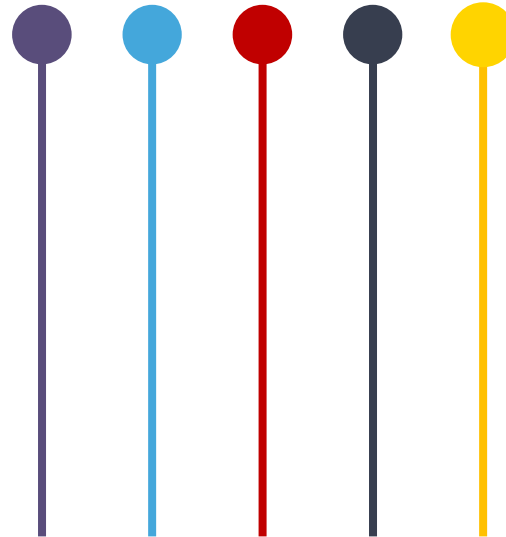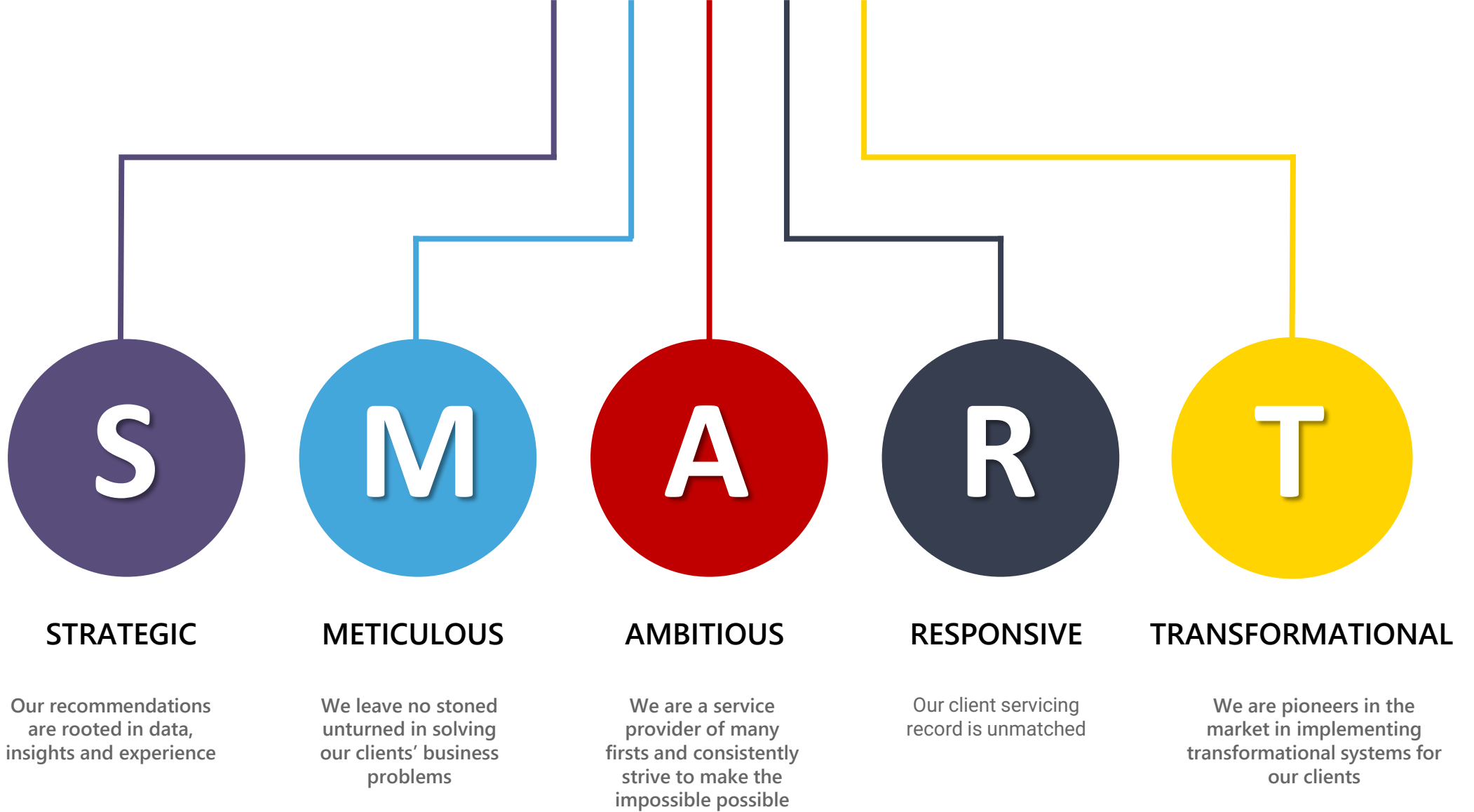o **Understand TeC value proposition.**

o **Use Cases.**

Evamp & Saanga

The region's leading digital transformation specialists for Telecom

Based out of Dubai, UAE we are serving

Customers in the Middle-East, Central Asia, South Asia and Africa.

S — STRATEGIC

Our recommendations are rooted in data, insights and experience

M — METICULOUS

We leave no stoned unturned in solving our clients' business problems

A — AMBITIOUS

We are a service provider of many firsts and consistently strive to make the impossible possible

R — RESPONSIVE

Our client servicing record is unmatched

T — TRANSFORMATIONAL

We are pioneers in the market in implementing transformational systems for our clients

We have expertise across multiple industries to best cater to your needs

Telecom

- TeC e-care Portals & Apps
- Marketplace
- System integrations
- SMS Gateways, VAS

Banking & Fintech

- Mobile Financial Services – Portals & Apps
- Banking Portals & Internet banking Integrations
- Mobile Wallet Platforms
- Information security

FMCG & Retail

- Digital & SMS Marketing
- Ecommerce solutions
- HR Portals, Sales Force Management Apps, Content Management Systems
- Web UI / UX Development

TeC Digital Platform

Evamp & Saanga – Company Profile

o **Established in 2001.**

o **Offices in Dubai, UAE and Islamabad, Pakistan.**

o **Today employ over 150 engineers.**

o **Technology focused company with focus on Telecom sector, Java and Open-Source Technologies.**

o **Deep expertise within Telecom BSS, Digital Transformation and VAS solutions.**

o **Operational expertise with running live Telco services. Have own NOC, live services, MS, 24/7 support.**

Our Clients
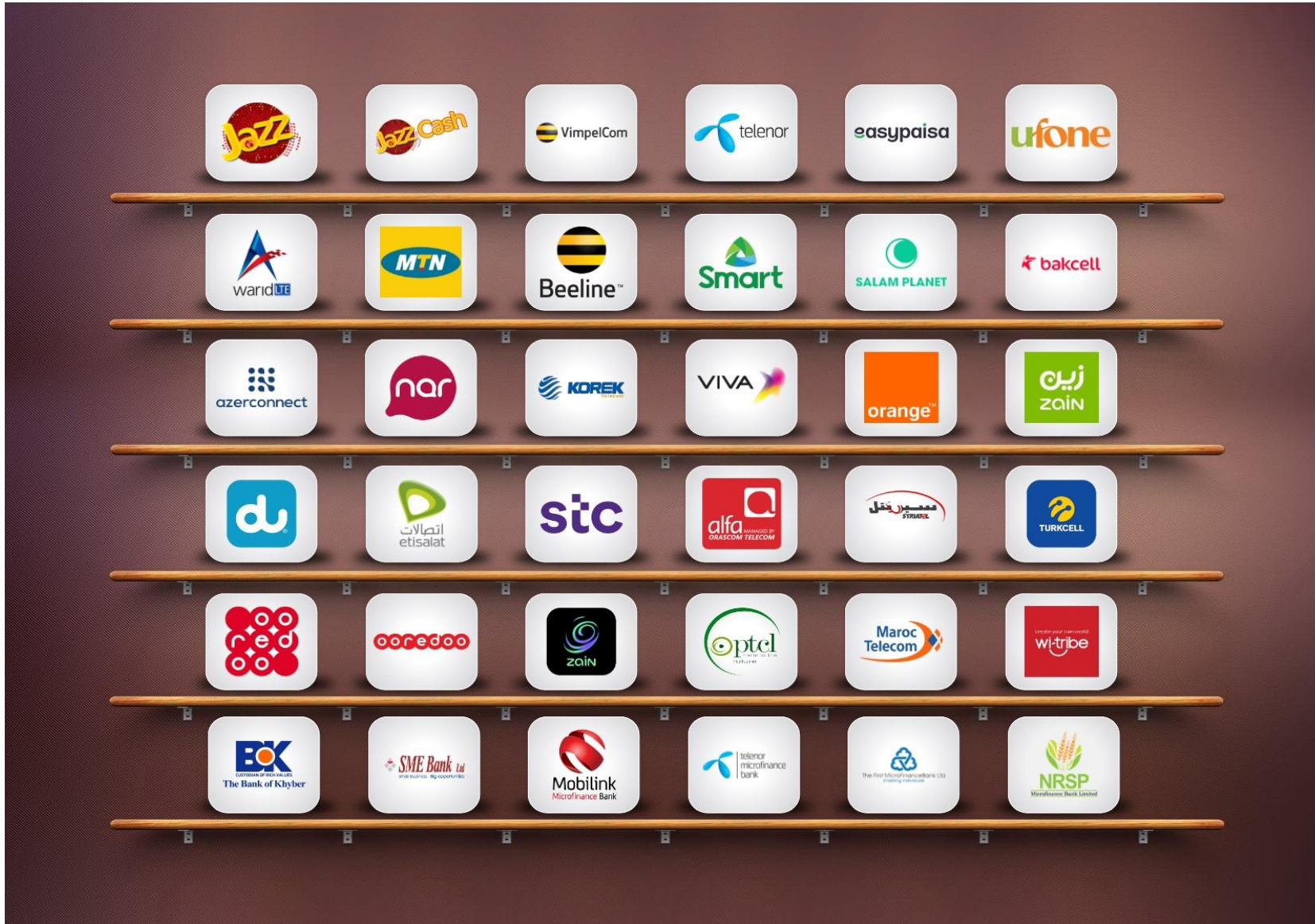
Launching your Digital Telecom brand

o   Fast track into targeting the Digital Natives

Good old Days

What used to be normal

o Voice and SMS.

o Telco were the gateway to new experience like many VAS services.

o 1-2 device per household.

o TV and Books were dominant content channels,

Today

What's happening

- 4G-5G technology.

- 3-4 Devices per person.

- Everyone virtually Connected.

- Digital services becoming pre-dominant.

- Short 5-15 min is dominant content format.

- Cities have bigger income and population then most developing countries.

TeC Digital Platform

The Digital era

The Future

- o Everything connected.

- o Higher Computing power.

- o Personalization/Contextualization.

- o Human to Machine engagement.

- o Instant service and fulfillment will be the norm.

- o Machine to machine interaction will be the norm.

- o Everything will have a digital identity.

- o <1 min video predominant content format.

- o With high income in cities you will see MVNO tailor made for niche segments.

Digital Natives

o Millennials and Gen Z – those 'native' to the digital world.

o Telecoms are going Digital, but still focused on the 'entire customer base'.

o A hybrid product offering does not attract the digital natives.

Digital Immigrants
- Adopters of the web technologies
- Prefer to talk in person
- Logical learners
- Focusing on one task at a time
- Prefer to have interaction with one or few people rather than many
- Get info from traditional news sites

Digital Natives
- Born during or after the digital age
- Always on, attached to a phone or other device
- Intuitive learners
- Multitask and rapidly task-switch
- Extremely social
- Multimedia oriented

3 phases of Digitalization

- Digitalization of existing services e.g.. Online Bill, Top up, Buying.

- Engagement on Digital Platform e.g. Gamification, personalization.

- Enhancement and new services e.g. Chat, social networking.

The Digital Telco solution

- o Digital 'Super App' for Operator.
- o Complete MO/MT calls , SMS MO capabilities integrated with IN, Postpaid billing system and CC.
- o Access to rich features in: VAS, OTT, Fintech.
- o Stay connected anywhere, locally and abroad with IP connectivity only, using the same NUMBER .
- o Complete e care access for account management , payments, etc..
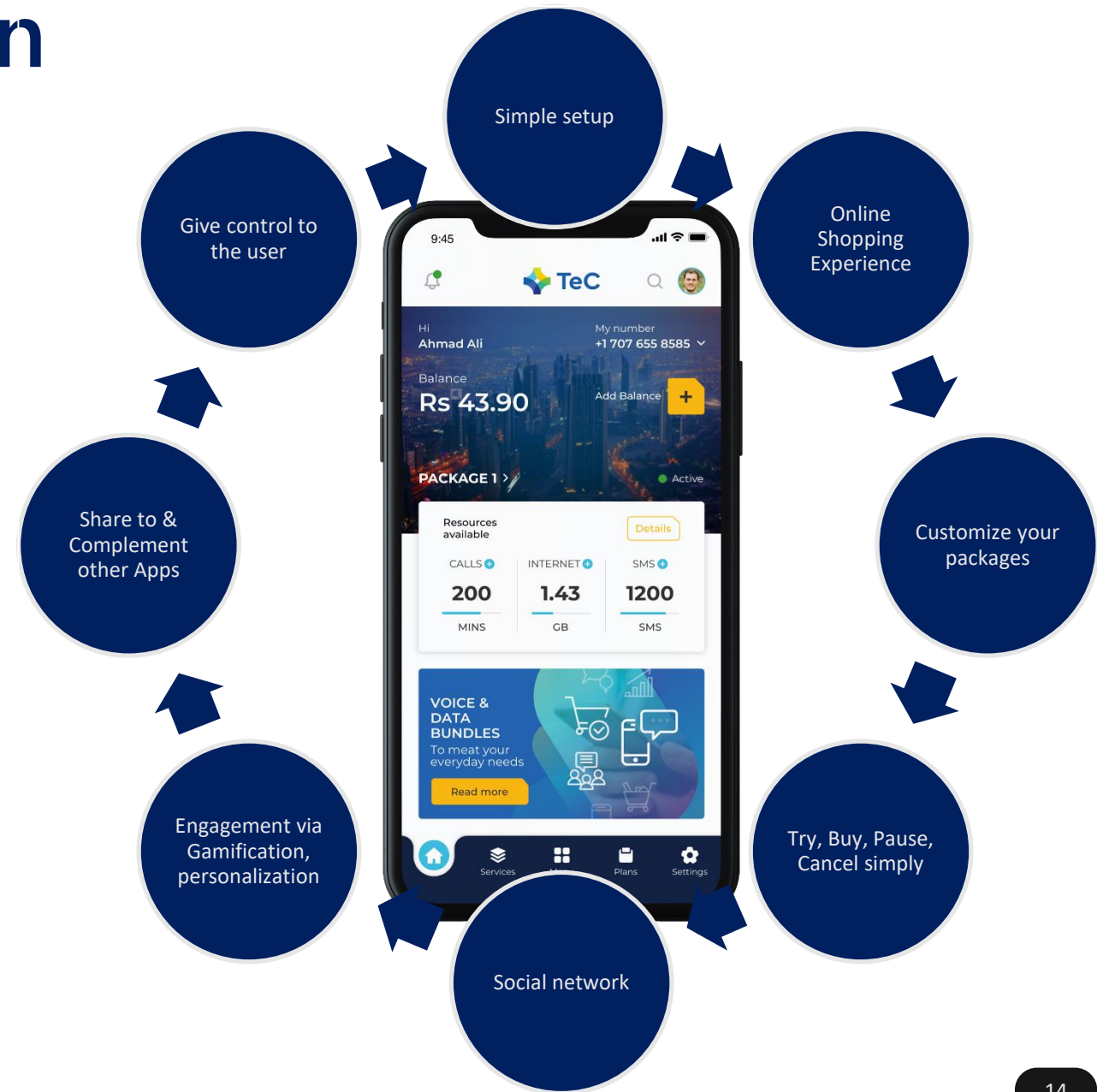
Target new segments

o **Digital natives, Savvy.**

o **Expats & Travelers – Wi-Fi Calling and Multi-numbers.**

o **Business and professional entity.**

o **Enterprise customer and Gov. agencies.**

o **Competitors mobile operator base.**

Expand beyond the current borders

o New revenue streams to increase ARPU and share of wallet.

o Provide stickiness.

o Increase loyalty and reduce churn.

o Analytics based digital space for targeted advertisement.
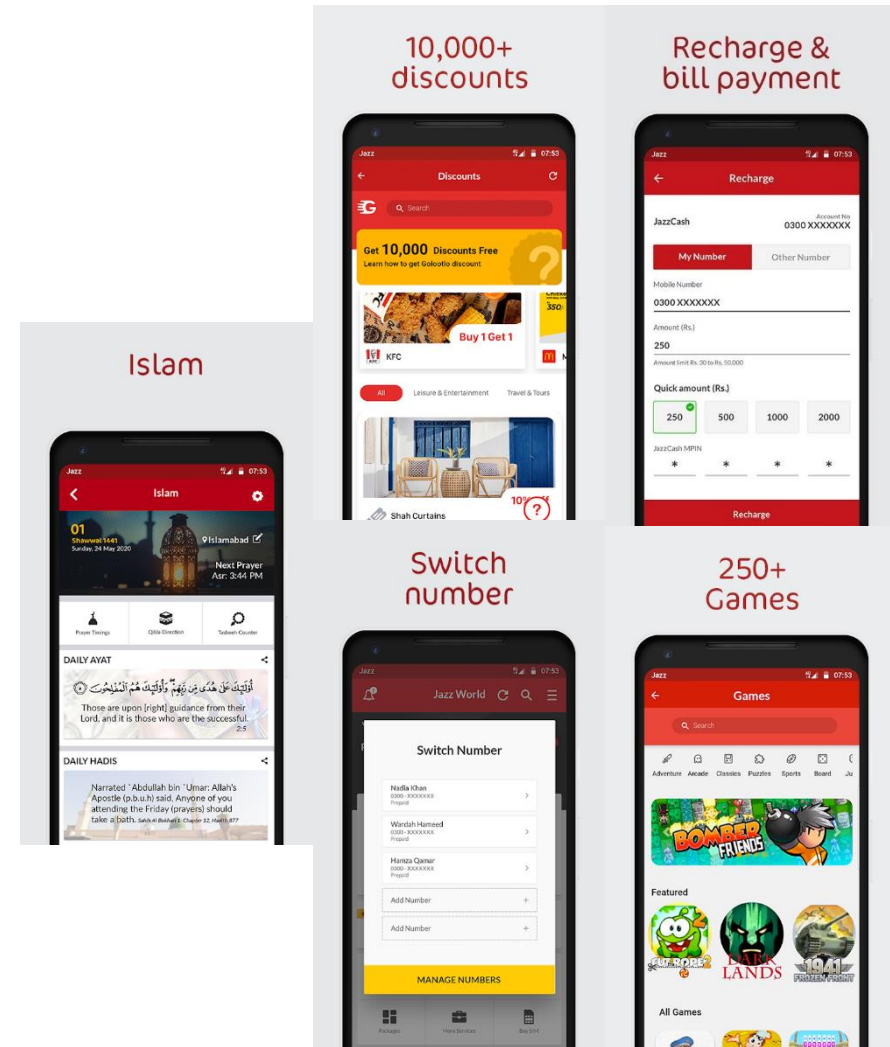
Understand TeC Value Proposition

A pre-built Digital Engagement Platform with a fully digital operating model using digital channels for sales, customer service and information for B2B, B2C and ecommerce customers

TeC | Digital Enablement Platform

Join

○ Getting onboard with Operator – Digital ordering, Downloading an app or e-SIM.

○ Number selection or use exiting mobile number.

○ Focused on Efficient Signup, complete Digital Onboarding, Secure Log-in, Regulation agreements, etc.

○ Tips and Tours of the assets and Promotional placeholders

○ Targeted push notifications to individual users or customer segments
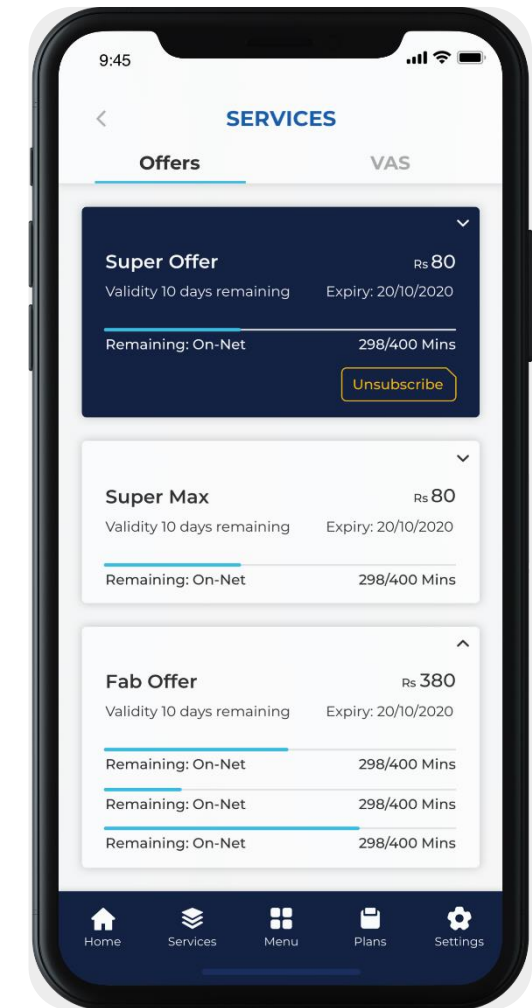
TeC | Digital Enablement Platform

Use
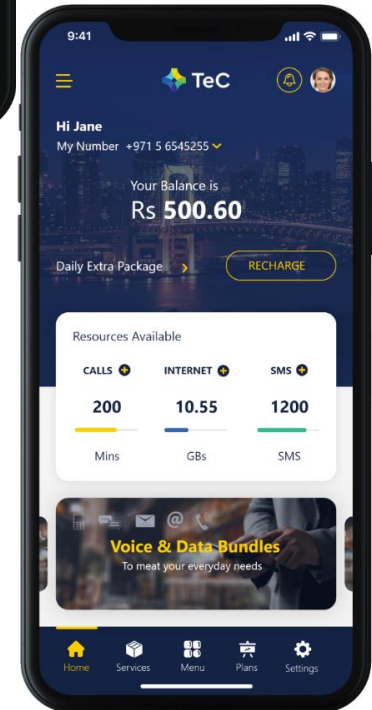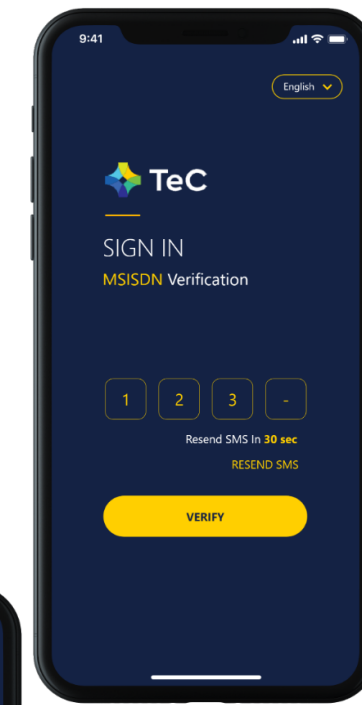
o Access key information through customized dashboards based on customer type.

o Clutter free designs and ease of access through (max) 3 level fluent navigation.

o Retrieve all the Actions performed though any digital channel from your Account.

o Payments, Subscriptions, Logs and Usage breakdowns with effective filters and search options.

TeC | Digital Enablement Platform
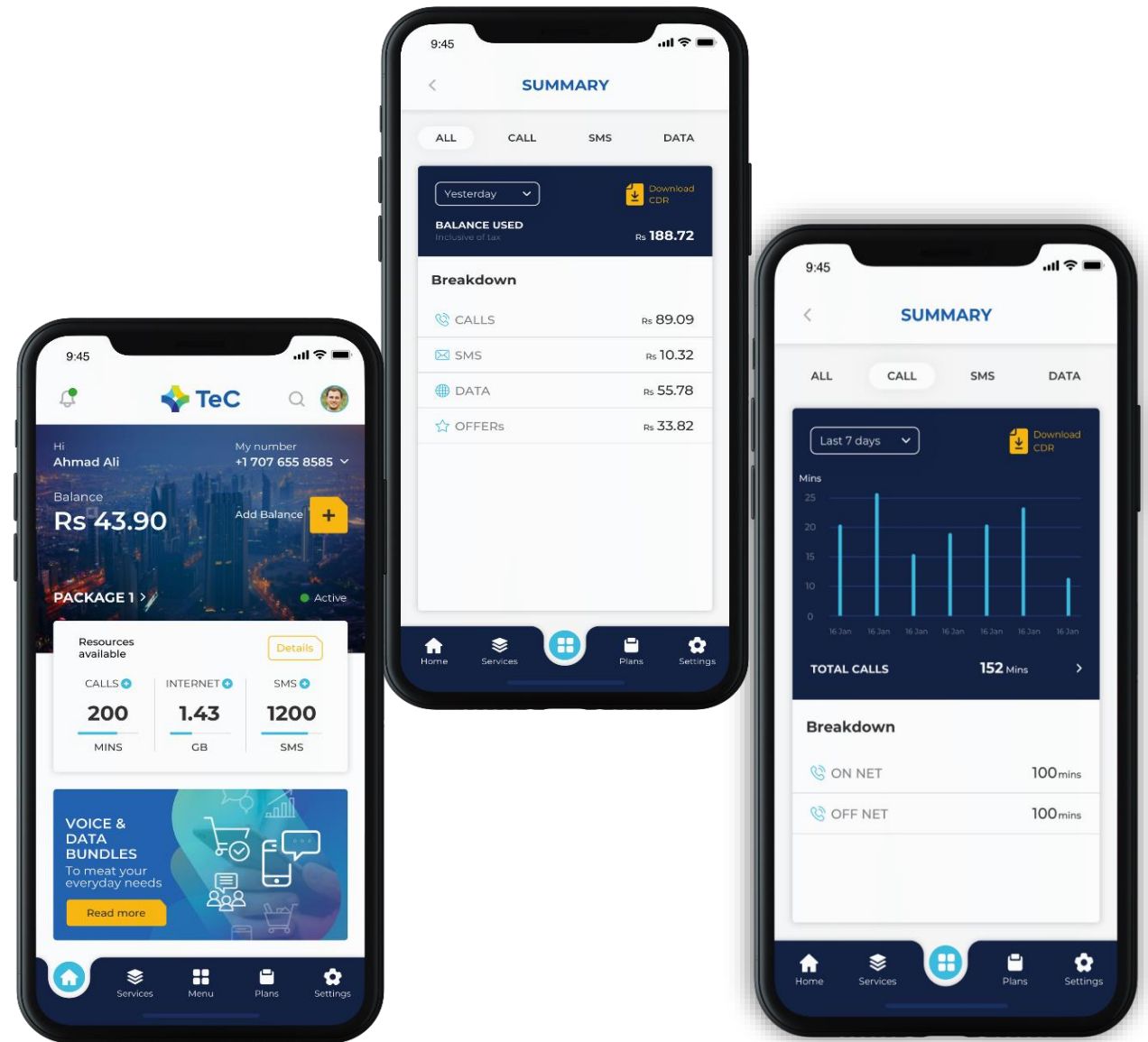
Modify

o **Integrations with local payment gateways enabling payments through credit card/debit cart and recharge though vouchers**

o Modular development allowing more features to be built on top.

o Self-care Enabling un-subscribing, log-out, switching number, App delete.

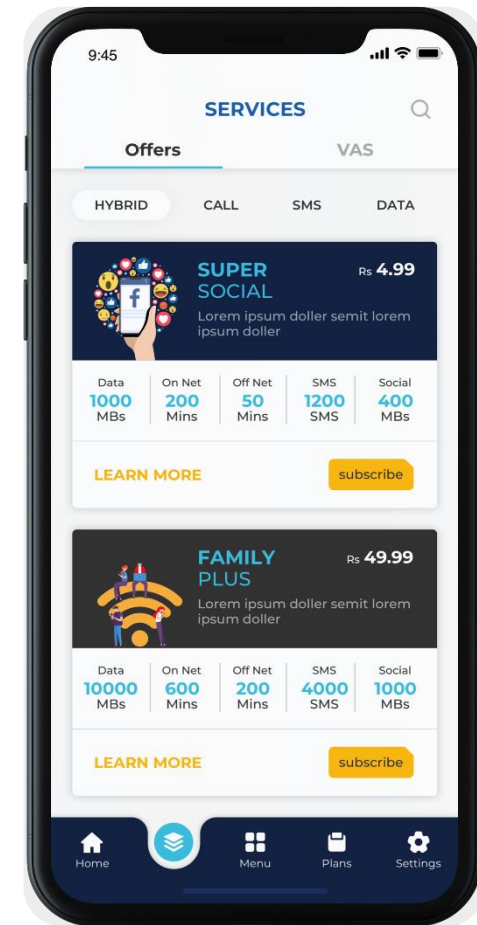o **Tracking the time reasons behind abort actions**

# TeC | Digital Enablement Platform

Gamification, Buy & Pay

o Internet E-commerce based shopping experience.

o Shopping carts – discount vouchers.

o Customer Reviews and social sharing.

o Buy VAS and Innovative Digital Services.

o Points and status, allow sharing and competing.

TeC | Digital Enablement Platform

Care

o Elaborate Help & Support Sections that off loads' legacy support processes.

o Troubleshooting, FAQs and Extensive Complaint Handling.

o FAQ Details, Coverage Information through Maps, Shop Locations, Ticketing and connecting to support via WhatsApp.
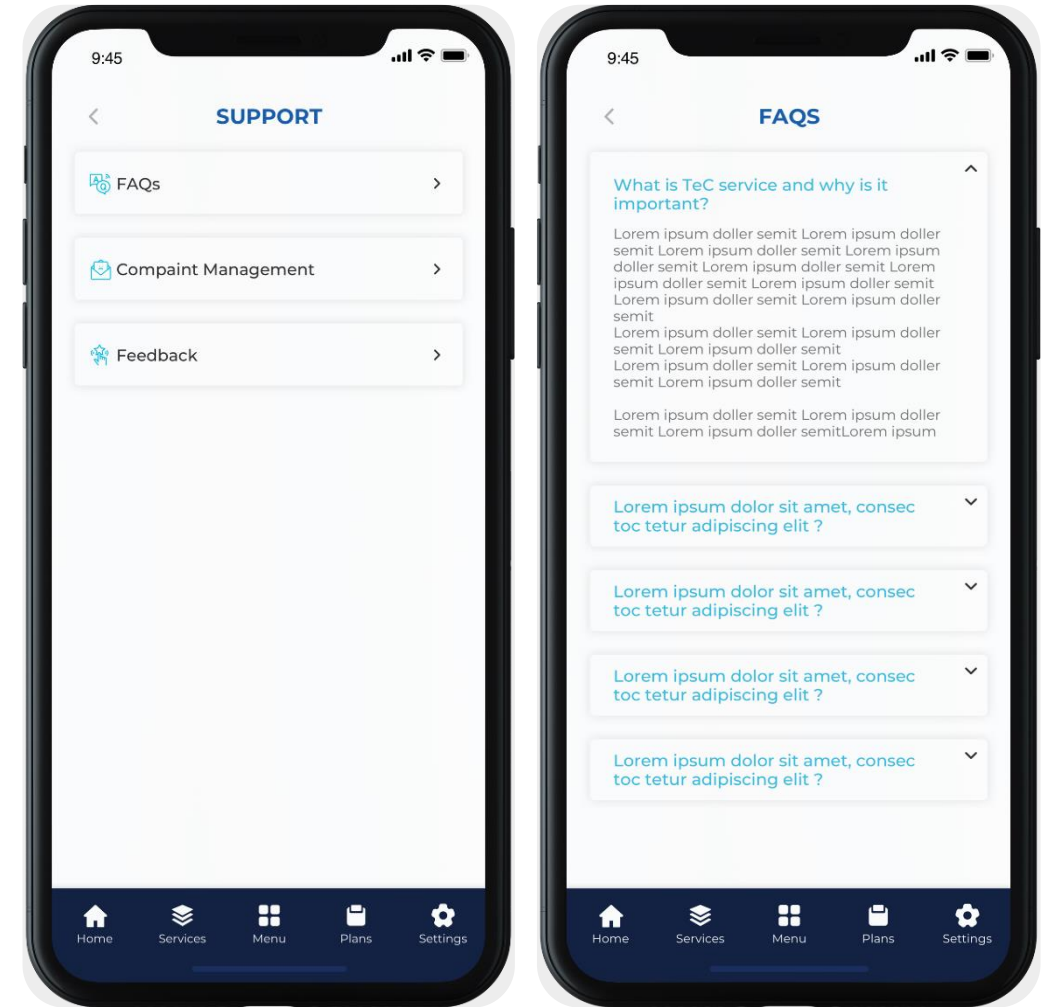
TeC | Digital Telco Use-case – Scenario 1

E-Sim

o Mobile connectivity on the go – Travel Special.

o Digital On-boarding of customer via E-sim.

o Compatibility check for device.

o Number selection or use exiting mobile number.

o Eliminates physical sim swaps.

o Provides Efficient Signup, complete Digital Onboarding, Secure Log-in, Regulation agreements, etc- Better Connectivity.

o You are ready to use.

# TeC | Digital Enablement Platform
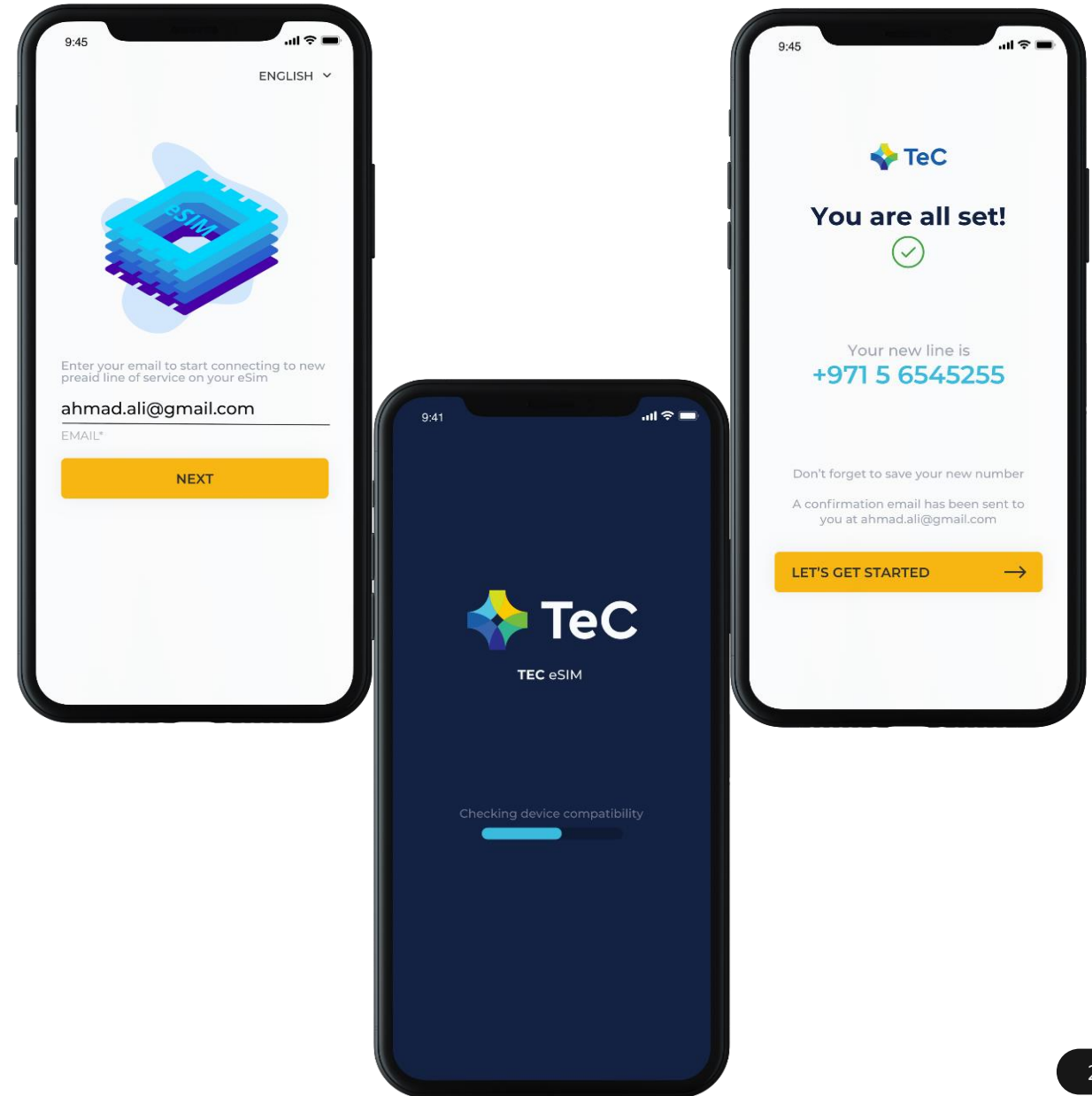
Omni-Channels

o **For Mobile Apps**
o **Android version 6+**
o **iOS version 11+**

o **For Notifications**
- **SMS**
- **Email**
- **Chatbot**
- **Whatsapp / Messenger**

TeC | Digital Enablement Platform
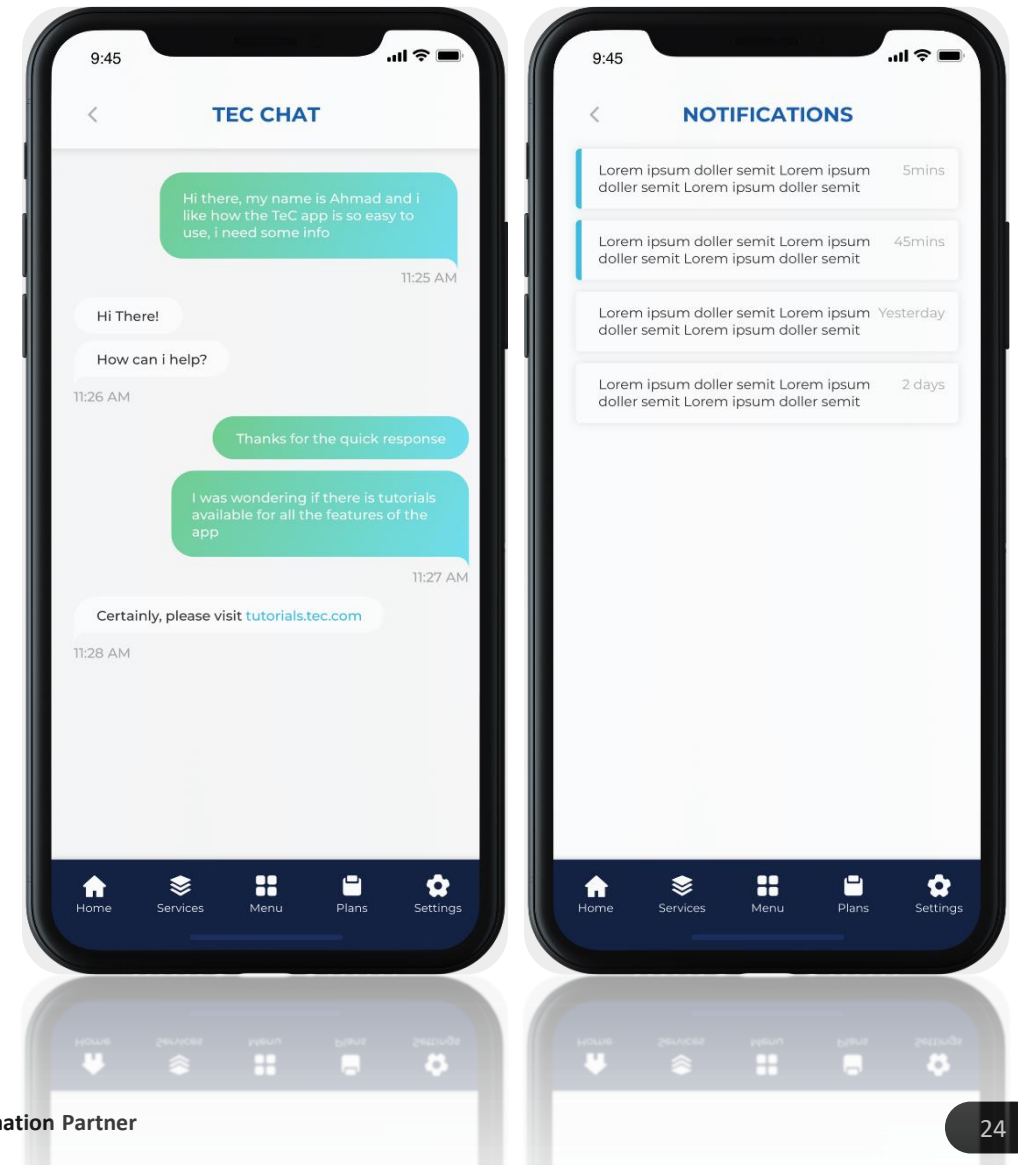
Architecture

- TeC comes with a built-in for the Digital Business Unit:
    - Content Management System (CMS).
    - Product Catalogue
    - Integration layer enables integrate towards any existing middleware or provisioning solution.
    - Already have pre-built integration accelerators for Ericsson Charging System, Ericsson CBIO/BSCS, Huawei CBS, Huawei NGBSS and Siebel.
    - Supporting: SOAP, RESTful, JMS, FTP, Email, SMPP, XML RPC, MML and 200+ adaptors.
- Ability to run as a separate Digital business within the Operator
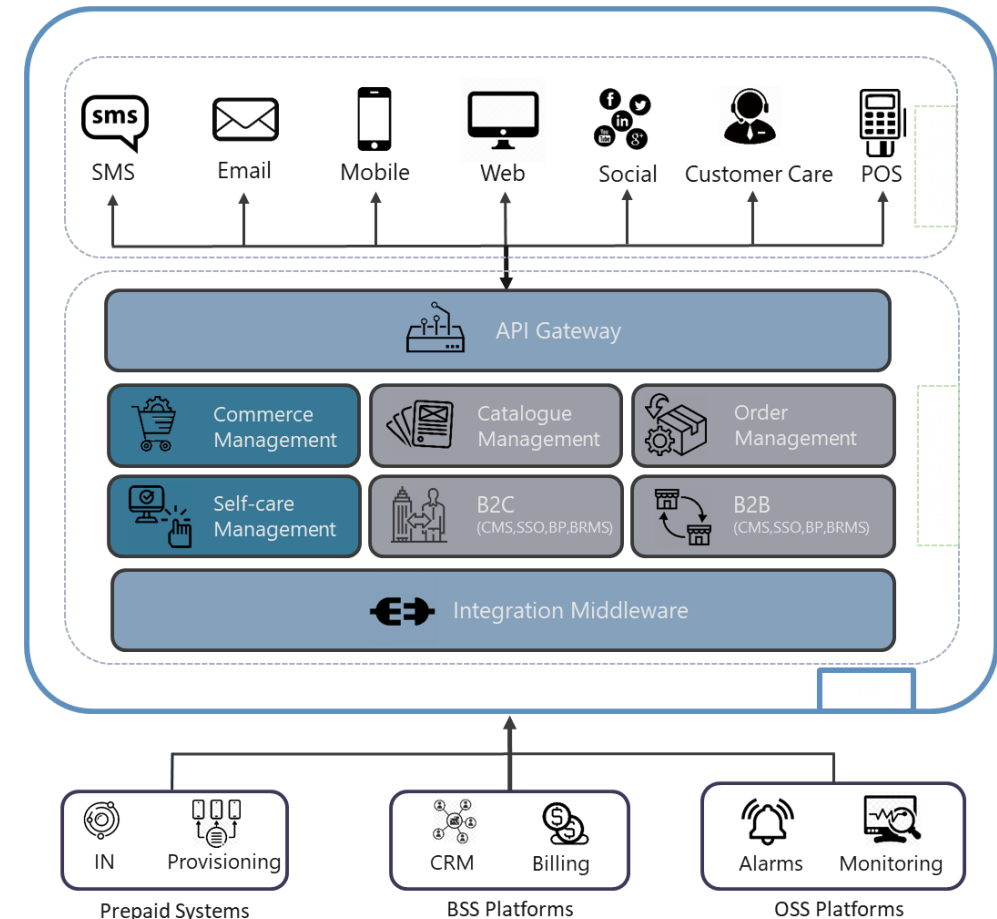
Thank you

For further info contact info@evampsaanga.com