

Eswatini Mobile overhauls its **network with digital transformation** from Alepo

The modernization has eliminated the network's frequent disruptions and lags, improving CX, reducing churn, and significantly boosting revenue after launch.

Operator Requirements

Eswatini Mobile's growing network performance issues demanded a quick and seamless migration to a new BSS with zero downtime. The operator wanted Alepo to:

- Replace its legacy SaaS billing system with Alepo's 5G-ready Digital BSS to leverage new BSS functionalities
- Migrate as quickly as possible due to high churn from network outages
- Enable the launch of advanced offerings for 4G LTE customers (prepaid and hybrid plans)
- Migrate in phases from the multi-vendor environment to a single vendor for all BSS functionalities
- Implement an easy-to-use, cost-effective, innovative, on-premise digital BSS
- Overhaul its network to eliminate disruptions and lags
- Assign a dedicated project support team to ensure smooth and efficient operations
- Provide modern web and mobile self-care for 24x7 customer support
- Enable advanced dunning capabilities to improve collections of outstanding dues
- Gain comprehensive Business Intelligence (BI) reports to create targeted offers
- Enable an automatic and smooth bill run with automated invoice notifications

Project Background

Established in 2016 and having been awarded the country's third operator's license in 2017, Eswatini Mobile Ltd. provides a range of prepaid and postpaid voice and data services including roaming in the Kingdom of Eswatini. As its subscriber base continued to grow, Eswatini Mobile faced frequent network disruptions and connection lags from its legacy SaaS BSS system. The outages began impacting customer satisfaction and increased churn rates. Committed to delivering a customer-first experience, the operator decided to overhaul its network by migrating to a more flexible and stable digital business support system (BSS) on-premise and close to the mobile core.

In addition to improving network performance, Eswatini Mobile wanted a platform that would facilitate rapid offer creation, digitize customer experience, and reduce the cost of maintenance by switching to a single vendor environment from a multi-vendor set-up.

The operator wanted a solution partner with a proven track record in digital transformation to implement the improved next-gen on-premise digital BSS enabling enhanced digital CX, and turned to the industry's leading BSS/OSS expert, Alepo.

Alepo's Solution

Alepo's Digital Transformation helped Eswatini Mobile seamlessly migrate to its comprehensive Digital BSS, enabling rapid service creation and digital-first customer experience. With pandemic-related travel restrictions, the project was completed remotely in just 109 days, and the 235K subscribers were rapidly migrated with zero downtime. The intelligent, automated, microservicesbased architecture with open APIs makes Alepo's Digital BSS stack scalable and compatible with the various components introduced in the system. A dedicated team from the Global Technical Assistance Center (GTAC) provided 24/7/365 support, ensuring smooth network operations with no glitches.

The solution components delivered include:

- Digital BSS, OCS, CRM, Affiliates, and more
- PCRF
- Prepaid Product Catalog
- Collection Manager
- Partner Management and Settlement
- Web and Mobile Self-Care
- OLAP
- SCP
- Mediation System
- Roaming Partner Settlement

Solution Highlights

Alepo's solution helped Eswatini Mobile effortlessly modernize its network. An on-premise deployment, enhanced feature development, convergent system, advanced dunning capabilities, smooth bill runs, and many more features enriched the user experience of the operator's team. The deployment eliminated network disruptions and communication lags and introduced instant customer support using web and mobile self-care, helping improve CX, increase customer engagement and brand loyalty, and reduce churn. Key solution highlights include:

Single vendor setup: Alepo helped the operator upgrade from a multi-vendor system to a single convergent platform, helping reduce operational and maintenance expenses.

Rapid service creation: The drag-and-drop, flexible, and intuitive UI of Alepo PCRF helps launch innovative offers and promotions as the market evolves, enabling Eswatini

Mobile to stay ahead of its competitors.

Introduction of custom features: Alepo's team deployed several customized features to meet the operator's requirements, including existing BaaS API interface support for VTU, multiple date support for auto-debit from the bank, airtime transfer restrictions, restricted access to VVIP subscribers' 360° profile in Alepo CRM, and more.

Comprehensive BI reporting: Detailed BI analytics and reports provide complete business insights to Eswatini Mobile, helping target the right subscribers with the right offers, promotions, and personalized plans.

Client Testimonial

"Alepo eased our network transformation journey. Our network capabilities have significantly improved using Alepo's Digital Transformation. One of its greatest benefits was eliminating network disruptions and lags, helping us improve customer satisfaction and reduce churn rates."

- *Genius Sihlongonyane,*
Chief Information Officer, Eswatini Mobile.





Network Architecture

Business Use Cases

- Prepaid and hybrid plans
- Includes happy hours, promotional days, data passes, pay as you go, application-specific plans, roaming data, credit line data
- Bundles: top up, data, social media, zoned, voice, unlimited (home-work), add-on data
- Unlimited plans, no-frills packages
- On- and off-net voice calling and SMS
- Voice and SMS shortcode
- International voice calls, SMS, data, roaming (42 partners)
- Local SMS
- Max value packages
- SNAT packages
- Data-only plans
- Government and VIP plans
- Fixed wireless data plans
- Fixed and premium business plans
- Staff and restricted internal usage plans
- Enterprise plans

- Promotional recharges
- Customer category-based discounts

Business Policies

The policies let Eswatini Mobile customers:

- Gift voice minutes, data, SMS to other subscribers through USSD, web self-care, mobile app; operator charges a transfer fee on every transaction
- Freeze accounts when not in use, paying nominal charges to prevent deactivation and misuse
- Get airtime on loan in emergencies when they cannot recharge; the amount is adjusted or recovered on recharge
- Receive discounts such as a 10% bonus on all airtime purchases, 10% off on hybrid subscriptions, and more

Project Outcomes and Results

Alepo was able to overcome pandemic-related travel bans and ensure a complete remote deployment, facilitating Eswatini Mobile to swiftly boost its services to meet customer demands. Implementing the system on-premise improved network performance and enabled

more stable connectivity without network disruptions. Other major outcomes include:

Improved revenue

Improved service creation capability using Alepo PCRF and real-time audience targeting using the web and mobile self-care helped increase customer engagement and reduced sales and marketing efforts, improving revenue margins within just a few months of the project launch.

Reduced operational expenses

The convergent billing platform for all its network services offers vendor neutrality and significantly reduced OPEX within three months of project deployment.

Improved churn

With an on-premise solution, the elimination of network lags and outages helped Eswatini Mobile reverse customer churn.

