

SaskTel launches **all-digital service Lüm Mobile** using Alepo's Zero-Touch Network Solution in Canada

A truly zero-touch, low-cost service that helped SaskTel introduce a unique and innovative membership and data model, reducing OPEX by 91% in comparison to traditional wireless services.

Lüm mobile

Operator Requirements

SaskTel aimed to attract a younger and more digitally savvy subscriber base by implementing an all-digital service with no physical presence or live phone/web support, using a business model with higher margins than traditional wireless services. It asked Alepo's assistance in:

- Building an all-digital mobile service that can be personalized for different customers
- Supporting an advanced business model to introduce a membership-only service that enables affordable data services with higher revenue margins for the operator
- Enabling all customer interactions through a website or mobile app, so customers can self-manage all aspects from onboarding to support
- Implementing automated 24x7x365 chatbot support, community forums, and FAQs to swiftly resolve issues
- Ensuring superior digital user experience, since the entire service is completely online
- Providing complete end-to-end management of IT systems and private cloud

Project Background

SaskTel is a leading ICT provider in Saskatchewan, Canada. It has over one million customers across a wide range of offerings, including voice, data, broadband, IPTV, data center, cloud-based services, and more.

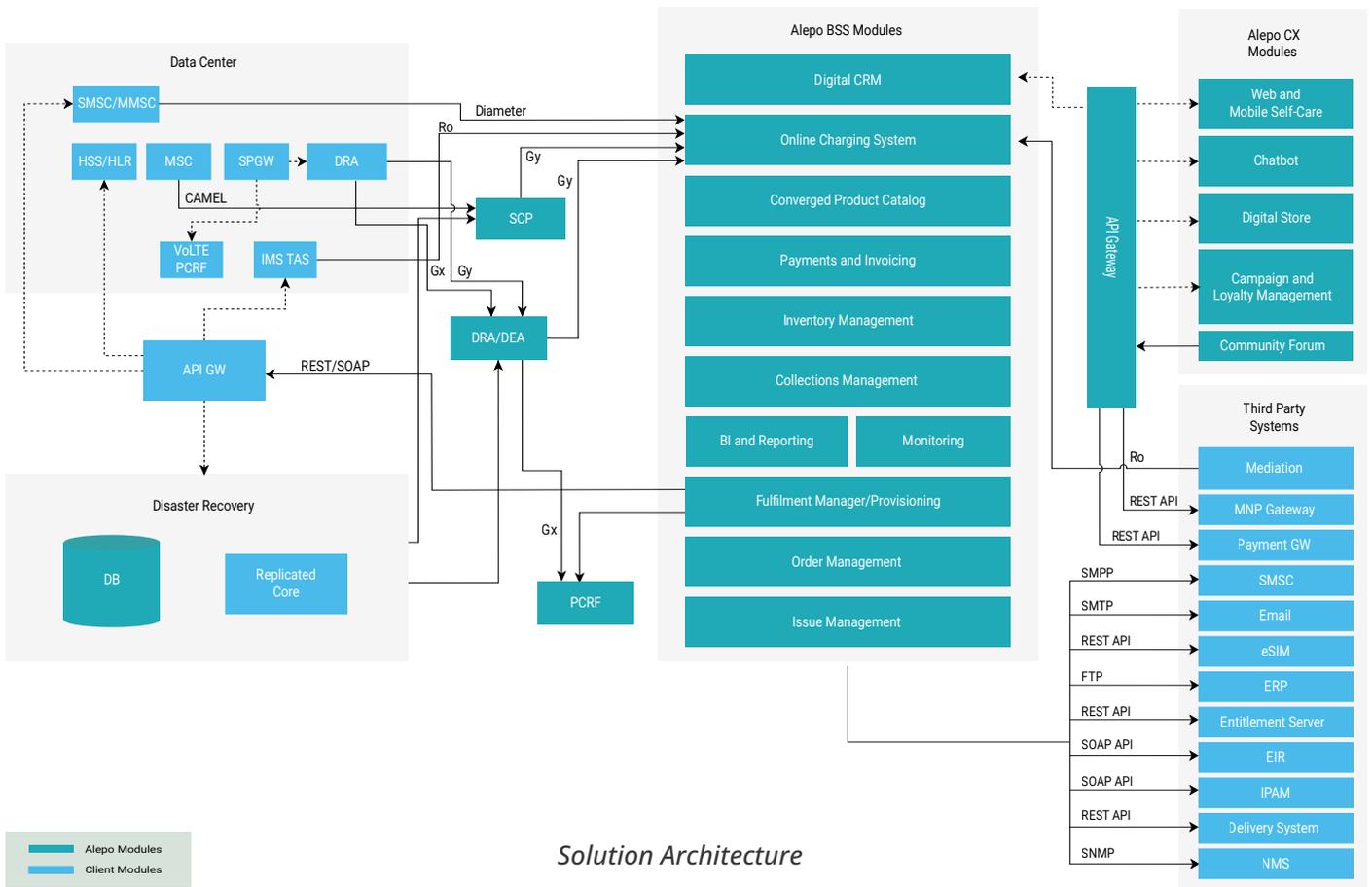
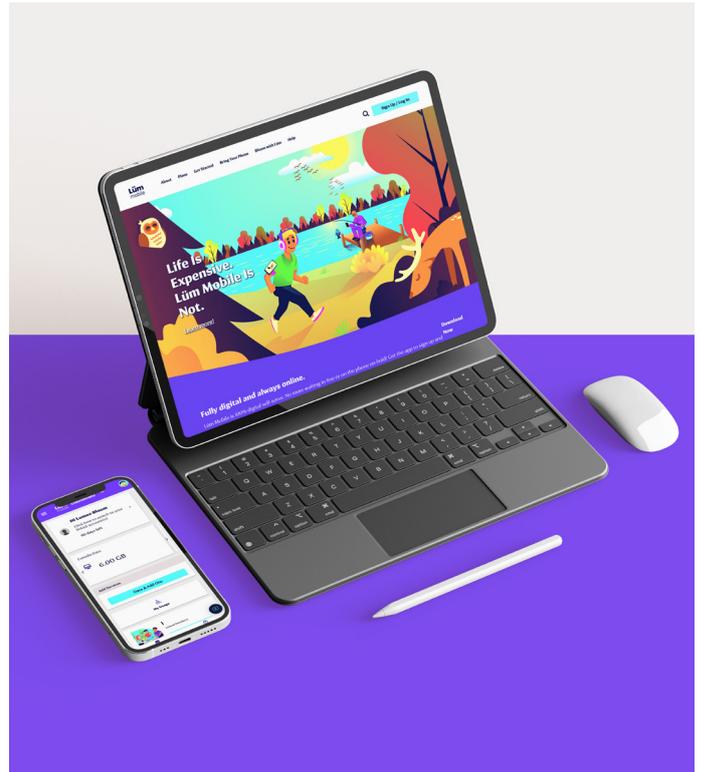
SaskTel wanted to introduce a buzz-worthy innovative network offering that would cater to growing demand for self-service, more affordable plans, and environmental consciousness. The operator decided to launch a digital-only brand, Lüm Mobile, so its customers would no longer need to go to a store or interact with human agents and could instead self-serve using automated support. It planned to introduce a unique subscription model where subscribers do not need to sign up for long-term contracts and can bring their own device to reduce electronic waste. The membership-only service would not have monthly plans or billing dates, and the data wouldn't expire. Customers could instead buy data only when they need it.

After evaluating Alepo's capabilities in deploying end-to-end digital services, SaskTel roped in the digital enablement expert for the project.

Alepo's Solution

Alepo deployed its Zero-Touch Network Solution to ensure that the operator can deliver all elements of the Lüm Mobile service and experience digitally. It provided a simple and intuitive interface for the website and mobile app for Lüm Mobile customers to control all aspects of their subscriptions. The solution includes Alepo's Digital BSS and key components such as:

- Billing and charging
- Product catalog
- PCRF
- CRM
- Brand website
- Web and mobile self-care
- Analytics for web and app UX
- Reporting module
- Community forum
- Managed services
- Order management
- Inventory management
- Payment gateway integration
- Promotions, campaigns, and loyalty management



Solution Highlights

Alepo ensured that all network infrastructure is hosted completely on SaskTel's private cloud. Alepo's Zero-Touch Network Solution helped SaskTel revolutionize the customer experience in the Saskatchewan region, delivering the following:

Complete Digital Experience: The operator can digitally deliver all elements, including sales, service, and support. As the service operates entirely online, Lüm Mobile's subscribers can self-serve and do not need to sign up for long-term plans. With self-onboarding, mobile app, website, chatbot, community forum, campaigns, and analytics to optimize digital journeys, Alepo's solution ensures a fully digitized customer experience.

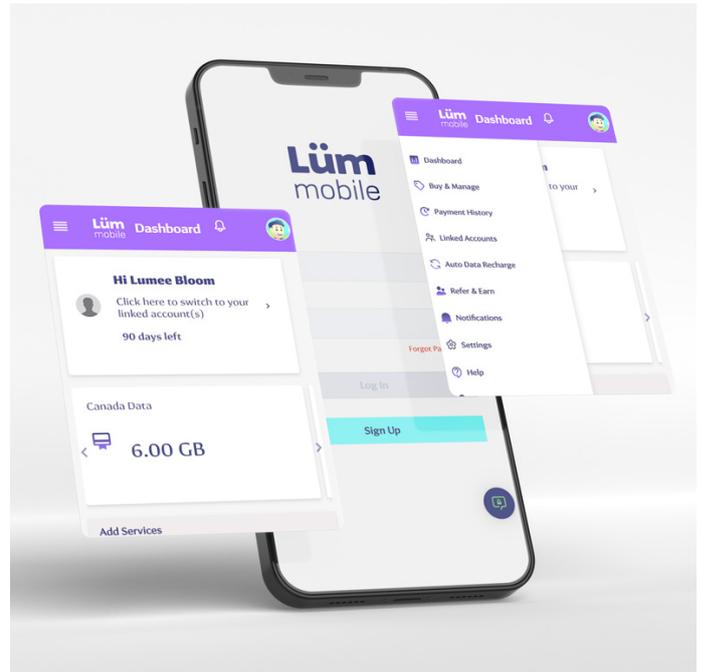
Secure All-In-One Platform: Alepo's solution includes all network components as well as integrations to the MNO core and IT systems, providing a single platform for the operator to securely launch its all-digital mobile offerings.

Seamless Managed Services: Alepo enabled seamless, automated, end-to-end management of all IT systems. As the operator does not need to manage any of these resources, its in-house teams can fully focus on driving business success.

Client Testimonial

"We've had a great response to the Lüm Mobile service and the sign-ups continue to roll in. We've reimagined the subscriber experience with its 100% digital self-serve model. Alepo's zero-touch platform has helped us innovate our offerings while also maximizing our monetization capabilities. At the same time, we've been able to fulfil our goal of giving back to the community in Saskatchewan, helping the environment with our Bloom with Lüm program."

- Doug Burnett, President and CEO, SaskTel



Use Cases

- Mobile number portability
- Bring Your Own Device (BYOD)
- eSIM for IoT devices; physical SIM shipment
- Membership activation and deactivation
- Biometric support
- Prepaid data vouchers
- Unlimited voice calling (3G, VoLTE, VoWiFi)
- International roaming in the US and Mexico
- Extensive online support through:
 - AI chatbot
 - YouTube videos
 - Community forum with staff assistance
- Shared and family accounts
- Provision for used device marketplace in the app
- Rewards and promos
- Loyalty and bonuses
- Roaming data capping
- Auto top-ups

Project Outcomes

Launch of region's first fully virtualized zero-touch network

Alepo helped set up and launch the all-digital service in Saskatchewan, with minimal involvement from the operator's IT team. The Lüm Mobile service lets SaskTel derive quicker ROI than traditional wireless services. Immediately after its launch, the service generated a lot of buzz on social media platforms, which boosted SaskTel's brand visibility, engagement, and followers.

Attracting new market segment

The operator was able to target more digitally entrenched customers across all demographic segments, including students and young people who prefer a digital experience. Within three months, the service was growing its subscribers by 10% each month.

Lower OPEX than traditional services

The operator's customer care and IT support teams were reduced to a fraction of their regular operations. When comparing digital-only services to traditional services, SaskTel's OPEX was reduced by 91%.

High brand differentiation and CX

The business was perceived as new and exciting with a model not seen in the market before. The service is 100% self-serve through the operator's digital channels. It does not have monthly plans or billing dates. Subscribers purchase a membership and then buy data. This data does not expire, and they can buy more only when they need it, along with optional add-on services.

