

skitto's journey to full digitization

How digital customer experiences increased skitto's ARPU

Key facts:

- ◆ skitto is Grameenphone's flanker product brand targeted towards the data hungry urban youth population of the country who are digitally savvy. skitto aspires to simplify the entire telco experience and make it fun for its users.
- ◆ Relying on cyan's end-to-end platform, Grameenphone starts hosting the BSS/OSS of skitto on a separate platform instead of legacy BSS/OSS, enabling the operator to work independently on an innovative platform.
- ◆ The successful cooperation between skitto and cyan has led to a total number of 1 million subscribers. Besides, skitto has achieved a growth in ARPU which is as strong as Grameenphone's.



Grameenphone / skitto

Grameenphone Ltd. is the largest mobile telecommunication operator in Bangladesh in terms of revenue, coverage, and subscriber base. The company was incorporated on 10 October 1996 as a private limited company and operates a digital mobile telecommunications network based on the GSM standard in the 900 MHz, 1800 MHz and 2100 MHz frequency bands, under license granted by the Bangladesh Telecommunication Regulatory Commission (BTRC).

The company has been listed on the stock exchange at Dhaka and Chittagong since 16 November 2009. The shareholding structure comprises of two main sponsor Shareholders Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%) and the general public & other institutions (10.00%).

In 2017, Grameenphone launched its flanker youth product brand skitto, specifically targeted towards the urban youth market of Bangladesh.

The journey to a digitized customer experiences

Seamless BSS/OSS designed for scaling

Legacy BSS/OSS of MVNOs and B-Brands lack innovation and are not able to create real digital customer experiences that drive revenue and subscriber growth. Telecom software platforms that match the digital needs of subscriber bases and support them in migrating towards an innovative state-of-the-art infrastructure are needed.

For skitto, it was clear that only a lightweight telco platform which uses a cloud-native service hub and provides flexible commercial models would meet their requirements. In addition, the company would only choose a platform provider with many years of experience in setting up B-Brands. cyan's Seamless BSS/OSS platform influences their business positively and offers following advantages: Virtual machine compatibility, telco-in-a-box features, faster configuration & integration, harmonization of system architecture. Since the system has been in use, skitto deployed new services and is now able to deliver digital customer experiences by driving revenue growth and at the same time decreasing operational costs.

skitto and its advantages

The main advancements of choosing an innovative BSS/OSS platform are the move towards digital customer journeys, the faster time-to-market and improved cost efficiency. Since then, the company has established a position as a future-proven and data driven operator.

The advantages and new features of skitto:

- ✔ skitto's mobile app ensures an end-to-end digital customer journey for all kind of offerings
- ✔ Online SIM sales management process
- ✔ All promotion activities are mobile app driven
- ✔ Data service driven telecom offerings along with monthly control of data usage
- ✔ Different type of advertising campaigns using loyalty & referral capability
- ✔ Dynamic customer segmentation & digitized customer notification process
- ✔ Individual features such as: make your own pack, referral, reward, in app chat for customer service, emergency loan, balance share, selfcare and many more.

cyan's BSS/OSS Platform Solutions

From credit top ups, to sharing data and promoting devices, our Seamless BSS/OSS Platform provides operators with a full range of unique integrated features and services to generate incremental revenue, while delivering a truly digital experience for their customers. [Click here](#) and learn more about what our platform can do for your business.

Outlook

skitto's mission has always been, delivering the simplest possible interaction between users and their telco. At the same time, the company wants to learn from data on digital customer experiences and customer behavior and applies these insights to other business units.

Real-time Reporting dashboards and accurate data should facilitate future decision processes. And what about individual offers to users? Customers come first at skitto and the company wants to continue offering personalized campaigns to satisfy customers' individual needs.