

# Skinny by Spark in New Zealand

## Mobile and fixed line provider with dedicated platform for its brand and additional MVNOs

### Key facts:

- ◆ Skinny is the no-frills brand of Spark, a leading mobile and fixed line provider in New Zealand.
- ◆ Skinny targets value seeking users with its portfolio in the low-cost segment.
- ◆ Spark hosts Skinny on a separate platform instead of their legacy BSS/OSS. This allows the development of a tailored BSS/OSS, provided by cyan, specific to the target market.
- ◆ The integration has allowed Skinny to deliver an unbeatable customer experience as well as new product features for their customer base. This has yielded a successful path for the brand, with customer service being awarded with the Canstar Blue Award for “Most Satisfied Customers” (Prepaid Category) and a market NPS rising above +40 for the last 3 years.



### Skinny, Spark's low-cost mobile and broadband brand

Spark NZ is one of the largest telecommunications companies in New Zealand, a mature and competitive mobile market. Servicing mobile, broadband, online and sport streaming products among other services, the Spark brand has positioned itself in the market with roughly 40% of market share. Skinny, the sub-brand of Spark NZ, flanks the master brand offering a low-cost alternative for mobile & broadband.

By owning a second brand, Spark aimed at innovating and reaching new segments, whilst protecting the master brand's identity. The strategy looks to maximize market coverage, in which no potential customers are being ignored, but also minimize brand overlap so brands are not competing for customer approval.

In 2019 Skinny's aspiration reset to grow into a mass market, no-frills telco brand with a cost-conscious segment target.

## Working with the cyan BSS/OSS Platform

Seeking to optimize resources and develop tailored solutions specific to the target market, Spark decided to join efforts with cyan to host the BSS/OSS for Skinny on a separate platform. The successful project allowed the brand to rapidly deploy additional service features, minimizing the need for backwards compatibility. Additionally, it provided flexibility and scalability, as the platform and its capabilities evolved to accommodate the rapidly growing customer base of the mobile operator.

By relying on cyan's BSS/OSS platform services, Spark has been enabled to open the platform to other MVNOs to grow its wholesale portfolio and revenue streams. The active MVNOs started as Tier 2 fixed line broadband providers and they are now complementing their fixed broadband and electricity offerings with a mobile play, which results in improved customer stickiness and ability to capture the "whole of home" revenue stream.

## A platform to ensure an exceptional customer experience

The end-to-end integrated solution has allowed Skinny to deliver both exceptional value to customers, and outstanding levels of customer service. The simplicity and reliability of the solution, as well as its enablement of self-service has allowed Skinny to excel at customer service despite significantly lower cost-to-serve than industry benchmarks. The operator has been enabled to offer a full spectrum of additional features and benefits:

- ✔ Prepaid billing provides customers with flexibility and simplicity of customer experience, while minimizing debt risks. Automatic renewals, top-ups and subscription billing ensure stability of the revenue stream for the provider.
- ✔ Time-based product constructs (i.e. "Data Binge") deliver significant value-add revenue stream by allowing customers to get on-demand unlimited internet boost.
- ✔ Integrated CRM provides a simple, comprehensive customer view that allows Skinny Care team to deliver market leading interaction NPS scores.
- ✔ Differentiated tariffs enable Skinny to deliver an unbeatable customer experience and propositions designed specifically for certain customer types, increasing uptake and growing ARPU.

Skinny value and customer service have yielded a market NPS of the brand consistently sitting at above +40 for the last 3 years. Moreover, Skinny and its service have been repeatedly recognized by New Zealand's leading customer satisfaction research agencies. It has won the Canstar Blue Award for Most Satisfied Customers in the Mobile Prepaid category in the last 6 years in a row, being the only provider to earn a Five Star rating. It is also accredited as "Consumer Trusted" by Consumer NZ and has been voted as "People's Choice" for the last 4 years in a row.

## About cyan's BSS/OSS Platform Solutions

From credit top ups, to sharing data and promoting devices, our seamless 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 and how it will boost your business.