

Microsoft

Telecommunications

Solutions Catalog



mobinil

Since its inception in May 1998, Mobinil has strived to maintain its position as the leading Mobile service operator in Egypt. Honoring the trust of more than 30 million customers, Mobinil is committed to being the leading Mobile service provider in Egypt, providing the best quality service for our customers, the best working environment for our employees, top value for our shareholders, and proudly contributing to the development of the community.

Technologies used

CMS:
Microsoft SharePoint 2007 - SP3

Database engine:
Microsoft SQL Server 2005 - SP3

Commerce engine:
Microsoft Commerce Server 2007 - SP2

Custom Code:
C# based on .NET Framework 3.5 (User control using Smart web part in SharePoint)

Integration Layer:
Windows Communication Foundation (WCF)

Over the past ten years, Mobinil has delivered on its promise to millions of customers, whose confidence in the reliability of our services has reinforced this solid leadership position. This confidence was reaffirmed in a recent nationwide survey by the National Telecommunications Regulatory Authority [NTRA], where Mobinil customers reported over 97% satisfaction rate in the products, services, and customer service levels offered during 2007.

Business Needs

Due to the economic, social and political circumstances in Egypt, the telecommunication market as well as other industries suffered a drawback in its growth. Hence, Mobinil is aiming more on further cost optimization initiatives to streamline operations across the organization. Mobinil was especially focusing on holding back expenditure and removing unnecessary costs. Some examples of this approach are reflected in Mobinil starting to charge prepaid customers with stamp tax and partially removing subsidy to USB modems with the commitment to improve operational efficiency.

On the other hand, due to the harsh competition and the general economic situation, Mobinil is focusing on generating more revenue from its existing customers, by making them more active and probable to use more services. This of course is running in parallel with the efforts to increase the customer base, which was increase in 2011 by 2.7 million mobile subscribers.

Furthermore, Mobinil has a huge customer base, reaching 32.9 million in 2012, and hence it has a correspondingly large call center for customer service. Due to its largeness it is responsible for a huge bill added to the operating expenditure, which Mobinil is originally trying to decrease. In addition, customers were demotivated to call the call center to add any services, because of the long queuing periods.

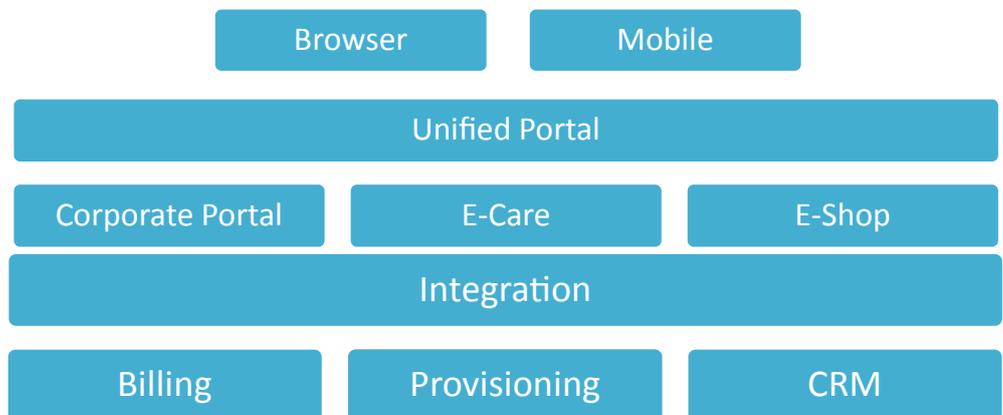
Technical situation

Mobinil's internal working environment was not entirely up to date with latest technologies and upgrades. It was missing the assistance and simplification that comes with a powerful intranet solution.

Moreover, Mobinil was seeking an established portal that would enable more features and luxury for its customers. It was looking for a complete online solution for its customers, so that it can simplify their experience and motivate them to try out more services. The telecommunication company is aiming for a complete e-experience with the minimum human and paper interaction. At that stage Mobinil, had two different foreign portals, namely one for the content and one for the customers' services with very limited capabilities. Mobinil was also seeking convergence and unification for these portals.

Lastly, Mobinil was envisioning an integration point to access and operate all its business areas and combine its different systems. This will help the company to have a broader grasp and control over its business sections.

Solution



LINK Development is always seeking unique and customized solutions to meet the specific needs of each customer. In the case of Mobinil, the ultimate solution was a combination of several solutions. The unified portal was the frontline for the solution. It incorporated the content portal, the E-Care and the E-Shop. While on the backend there had to be an integration between the billing, provisioning and CRM, to make the portal's job possible. The solution was targeting Mobinil's goals, which were decreasing the costs on one hand, and encouraging their current users to use more services.

Throughout the solution, different technologies were used and inte-

grated to collaborate. The unified portal works closely with the CMS, which was developed using Microsoft SharePoint. It also functions with the database engine, which is based on the Microsoft SQL server. Moreover, the commerce engine was accomplished with the Microsoft Commerce Server. Finally, all of these great technologies are integrated with Windows Communication Foundation to pave the road for limitless services and access to customers' information, all at one point. A further essential element of the backend integration is the Single Sign On (SSO). The SSO enables seamless communication between the portal and the Mobinil databases of bills and services etc. without further request of user verification. Furthermore, the entertainment content is also smoothly generated at the backend from a sister company of Link Development, namely ARPU+. Last but not least, in order to enable the customer to pay for all these services, Link Development provides a MasterCard Internet Gateway Service connected with Banque Misr.

Link Development focused on two essential features in Mobinil's solution. The first one is security. This solution integrates the backbone of Mobinil's business and accesses all the billings and private information of the customers, in addition to online payments and transactions. Hence the security of this solution was nonnegotiable. The other edge in this solution was the Search Engine Optimization (SEO). The SEO is an art, which is not mastered by a lot of companies. It requires certain coding techniques and use of specific keywords. Link Development utilizes this benefit to boost the digital marketing and to differentiate its customer, in this case Mobinil.

Finally, Link Development also provided Mobinil with an Intranet based on SharePoint 2007. This intranet does contain all the regular endowing features and options. But in addition to that, Link Development used its international experience to offer Mobinil something more, namely Shop cross channel. Shop cross channel is an application offered to Mobinil's sales persons at its shops in order to serve the increasing amounts of customers who search for products online but go to shops to buy them. Thus helping the company improve profitability, optimize inventory and enhance the customer experience

To sum up, Link Development gave Mobinil a unified portal easily and securely accessible through mobiles and browsers. The unified portal combines all services and content on one end. On the other end it seamlessly integrates all possible systems and databases in order to support the maximum amount of services for the customer at one point. Furthermore, Link Development offered Mobinil an up-to-date and capable intranet, in order to empower its employees and increase their efficiency.

Benefits

The benefits of this solution were countless and it had an extremely wide reach. It ranged from improving the interaction of internal Mobinil employees, through increasing the options to Mobinil users, to finally increasing the access and new visitors to Mobinil's portal.

1- Intranet Portal

LINK Development's Intranet Portals enabled Mobinil's employees and customers to be organized, streamlined and connected. Company 2.0' is in essence any company that has embraced the concept of open communication and collaboration, relying heavily on information technology to do this. LINK Development's collaboration solutions empowered Mobinil to heighten their productivity and reduce costs. Now it can streamline its processes and improve responsiveness by automating its business processes and providing employee self-service. By reducing the cost of teamwork across geographical boundaries and collaborating efficiently, Mobinil takes advantage of the increasing volume of information. Furthermore, the rare implementation of Shop Cross channel application gives Mobinil and competitive edge and provides its customer with more options, hence boosting its revenues.

2- E-Shop

Online is the cheapest channel for new customer acquisition, and is quickly becoming the channel of choice for customer shopping. The challenge for Mobinil's e-commerce site is how to drive customers towards closing the purchase at the end of the online shopping experience. LINK Development's Telco E-Commerce Solution utilizes its vast experience in use centered design to provide customers with an easy intuitive shopping experience that leads to a purchase decision. LINK Development's solution increases this probability of purchasing by adding attractive features such as Online Shopping Experience and Payment through credit cards, e-wallet, direct billing. Finally, through a strong recommendations and relations engine Mobinil e-shop is guaranteed to increase revenue through up-selling and cross-selling. This is evident in the 400% increase in shop purchase activities from November 2012 to January 2013.

3- E-Care

Since Mobinil is targeting to reduce the load on the call center and adding more weight on the self service, the E-Care solution was magical

for it. Mobinil customer can control their information; manage their products and services, and access support functionality from the convenience of an online portal. LINK Development's E-care solution provides quick and simple customer service solutions and seamlessly integrates and leverages existing infrastructure. In the case of Mobinil the solution was easily integrated with its existing back-end systems to provide portal users with the services they need and the data required by these services. Mobinil now offers Customer Profile and Information Management, Activation and configuration of services and also Access to E-Bill and online payment. All of these simplifications encourage its customers to try new services and generate more revenue to the company more. In January 2013 Voice Services Provisioning requests increased around 60% and Data buckets provisioning requests boosted 400% and finally VAS provisioning requests also improve by 40%. Last but not least, LINK Development also integrated Mobinil's E-Care with E-Commerce to drive revenue through targeted offers.

4- Internet portal

In the process, LINK Development also gave Mobinil the advantage of a new internet portal. The portal was designed to perfect the User Experience. Hence Mobinil's internet portal was planned to be innovative, usable, great-looking for the people to love using it.

LINK Development offered Mobinil a wide range of professional graphic design services including logo design, corporate identity development, multimedia and flash development. It also used latest technological innovations and made good use of the most advanced web design tools, thus ensuring the top-notch quality of the end-product and complete satisfaction of our customers.

Irrespective of Mobinil's website's functional complexity LINK Development managed to keep interfaces simple and easy-to-use. This of course improves the customers' experience with the company and increases their loyalty.

Moreover Mobinil now has a fast go to market without new business management overhead Telco Digital Entertainment solution. Mobinil's Digital Entertainment store allows its customers to access and buy content through any channel (web, mobile, IVR, desktop), hence increasing its revenues even more. In only four months Mobinil's Audio Tracks Download requests increased more than 25%, while the Applications Download Requests increased an incredible 300%. Not to forget, LINK Development also reduced Mobinil's overhead through numerous ready deals with Arabic content providers, and full management services to

The logo for Mobinil, featuring the word "mobinil" in white lowercase letters on an orange rounded rectangular background.

operate this solution.

A clear indicator of these benefits is that the number of visitors during June 2012 just before the implementation Link Development's solution was around 480,000 users and this number increased more than the double in 6 months reaching more than 1 million visitors in January 2013, with estimations that this number will continue to grow. Hence giving Mobinil maximum exposure and enabling it to reach out to its customers.