

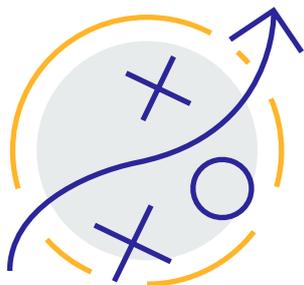
Afghan Wireless Boosts Data Revenues 10% with Business Value Consultants

Value Delivered: Custom analysis reveals opportunity to create new offerings that increase customer data usage and revenue.

Background

Afghan Wireless Communication Company (AWCC) is the leading Afghanistan wireless communications company, launched in 2002. AWCC serves more than five million business customers and consumers, spread across the country's 34 provinces, delivering rapid, reliable and robust voice, data, internet, and mobile payment services.

Optiva deployed its charging engine, along with complementary solutions including policy management and payments, several years ago. From January 2017, Optiva has also been providing Business Value Consulting services. As part of these services, Optiva's consultants work closely with AWCC marketing and product teams to address their business challenges and recommend new service launches, enabling AWCC to leverage the Optiva product suite to its full capacity.



The Challenge

As many of its customers are low-data users, AWCC was looking for ways to drive data services adoption, usage, and revenues, while addressing the varying characteristics of different segments and without leading the market into a price war. The solution to this three-sided challenge needed to provide customers with an easy, worry-free experience, from order through consumption, while educating users and ensuring that the value of the service is well-understood.

“ Working closely with Optiva and their Business Value team, the upgrade will enable us to increase monetization, offer new value to our customers, and prepare us for migration to a public cloud environment with unmatched scalability.”

AMIN RAMIN, MANAGING DIRECTOR AND BOARD MEMBER

The Solution

Following a thorough analysis of AWCC's situation, including an evaluation of their competitors' offerings and their own Go to Market strategy, **Optiva's Business Value** consultants made specific and actionable recommendations that would enable AWCC to increase customers' data consumption significantly through the launch of integrated bundles, also known as "Combos."

While common in some markets, these bundles which provide the user with a combination of voice, data, and SMS allowances, had not been properly introduced yet in Afghanistan. Optiva's consultants collaborated with the AWCC team, providing their recommendations and insights on which services would best meet the needs of different audiences, as well as their accompanying terms and conditions.

The first package that AWCC introduced, the Kahkashan Combo, included different levels of voice, text, and data allowances. AWCC timed the new service launch around a high-profile cricket match when subscribers would be most interested in streaming sports videos and staying up-to-date on their favorite teams' scores. To complement the Combo, while avoiding the need to offer an all-inclusive plan, AWCC evaluated additional methods to allow customers to top up a selected allowance, such as data, for a set price.

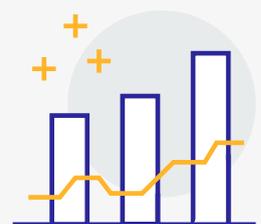


The Results

Within just three months from launch, AWCC witnessed very high take-up rates of the Kahkashan Combo, along with a significant increase in data usage, which translated into a 10% increase in data service revenues.

Through an open and productive discussion between AWCC and Optiva, each part of the joint team was able to bring their expertise to bear on the most urgent requirements for AWCC, leading quickly to a resolution of their challenges, an improved offering for their customers, and increased revenues for the operator.

↑ **10%**
**DATA SERVICE
REVENUES**



Take Your Results to New Heights!

Whether you are evaluating new growth strategies, struggling to monetize your base, or debating a move to the cloud, Optiva's Business Value team is here to help!

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