

Retail MVNO Latin America

Being the leader in service-quality and innovation through mobile services.

Our client is one of the biggest private equity companies in Chile with operations across Latin America including Chile, Peru, Argentina, Colombia and Brazil. The retail company offers a wide range of products and services through department stores, home improvement, supermarkets, financial services and real estate. In constant search for innovations with sustainable benefit for their customers, the company already created new business areas such as insurance and travel services. To enable the next state of the art-level of customer service quality with a scalable mobile services platform to constantly meet the retailers CRM-dynamics and the needs and desires with a unique mobile offering was named challenge to be met by I-New in a compelling way.

In autumn 2013, the retailer launched MVNO services to enrich its corporate portfolio, to increase the service-quality to existing customer base and to bring new clients closer to the company's unique retail experience. Proximity to customers at its best, targeted media and communication by leveraging the retailer's own sales as well as financial services: key drivers of the clients' intention to enter the mobile business.

Highlights

Challenge

- Smooth implementation aligned with client's selected MNO partner.
- Minimum time to market with maximum reliability and scalability.
- Integrated Marketing & Sales capabilities state of the art.
- Ensure weekly Credit Card payment option.

Solution

- Flexible and scalable platform architecture with pre-integrated components and layered architecture
- Fast and easy deployment through minimal integration efforts.
- Unique MVNO feature-set incl. strong Marketing & Sales package.



Why I-New

- Convincing MVNO track record
- Market leading MVNO provider in Latin America
- Compelling and convenient One-Stop-Shop-Solution

Results

- Over 100.000 subscribers within 12 months.
- High acceptance of unique Credit Card payment plan.
- Successful usage of mobile service as an additional media channel.

Special Features

Flexible Credit Card Payment

The smart solution to pay mobile services on weekly, bi-weekly or monthly basis by the retailers Credit Card is unique throughout the region.

Owned Mobile Media Channel

The strong feature-set of I-New's integrated Marketing & Sales solution allows constant and targeted cross- and upselling-campaigns.

About I-New

I-New Unified Mobile Solutions is one of the fastest growing technology solutions provider in the mobile communication industry. We are specialized in the domain beyond the mobile universe, finding its translation mainly with Virtual Mobile Networks. To open the telecom world and to naturally link it with the various daily habits of service subscribers' life has become our mission and equally our client's success. From offices all across the globe, we are capable of providing, implementing and running highly competitive products and services with a maximum of smart convenience for a converged mobile ecosystem: The MVNO Collection. The company is a trusted and proven partner by most demanding and industry leading clients around the globe. I-New was named 'Best Solution Provider' at the Global MVNO Industry Awards 2014.

Contact

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