

The 4-Way Path to a Best Solution

MASTER YOUR MVNO ENGAGEMENT

You will explore and learn how your customers and employees act in their naturally mobile life and work environment. Sales and Marketing will deeply understand the challenges and goals of an MVNO engagement and will be able to show the outstanding products and services you offer in their best light. Your Operations team will uncover the processes required and your Technology department will better understand the inherent requirements of a new technology platform. By this method, the 4-way path is able to align all relevant areas needed to achieve the best outcome for your successful MVNO project.



#1 Solution Planning:

The first path is about identifying and mapping all the potential scenarios and situations in which you might serve your potential subscribers through their mobile device. The most important thing is to get a clear picture of what they expect from their mobile partners and even what they might not expect. That means that doing homework on your subscribers is mission critical: what do these potential subscribers want, and what do they do when they want it? Questions such as, "Whom to serve?" and, "What devices do they use?" or, "What's their goal and motivation?" should accompany you at this planning stage as you are surely gaining powerful insights about their immediate context. Again: Think customer. What could be their situation and location? What could be their emotional state, preferences or history?



#2 Solution Design:

Stepping onto the solution design path is about deciding exactly how to match your business goals to your customer's naturally mobile moments. As a best-solution MVNO you should know what service you're going to provide and which value-added services (VAS) could be taken into consideration to complete your mobile offer. When designing your best solutions, be sure to challenge your MVNO ingredients from a subscriber point of view: Does it meet my goal, at my fingertips, in a moment? Where can I get the best information about how the purchasing is working? Also know that you need to establish agile development and continuous delivery processes allowing rapid, flexible learning and adjustment, so that you can benefit your customers with a fast delivery. Isn't it about creating a unique brand experience?



#3 Solution Engineering:

Firstly, you don't have to be a highly qualified engineer to create the best solution for your mobile engagement. But it's also not about the launch of a simple app from a service partner at the next corner. It's about meeting basic mobile needs, combined with special out-of-the-box features, leading to a customised platform tailored to your mobile engagement and precisely fulfilling your customers' needs and expectations – plus a surprising moment of added value. This process might be rife with complex hurdles, breathtaking investment proposals or unachievable schedules. But it might mean your best solution is achieved with turnkey solutions, truly outstanding customer service, universal business product offerings, unique efficiency, record time-to-market and much more, while performing as a unique content and service gateway to your customers.



#4 Solution Monitoring:

Your best solution might become a perfect one, if you are able to record, track, analyse and act, based on data provided in a regular and convenient way. Otherwise you will not be able to constantly improve your services or develop crucial insights into what mobile customers really expect from your best-solution mobile services.

The 4-Way Path aligns all areas needed to achieve the best solution for a successful MVNO project