



## How the leader in Vietnam's mobile communication market got its telecom system redefined by OneClick



### A Glimpse of the Case

Prior to partnering with OneClick, Vietnamobile was vigorously looking for a business partner who could replace its existing customer-care self-help tool with a more robust and customizable solution. OneClick provided them a scalable and intuitive self-care platform using cutting-edge technologies.

### About the Organization

Established in 2007, Vietnamobile Telecommunications Joint Stock Company, commonly-known as Vietnamobile is the fastest growing mobile communications service operator in Vietnam, providing 2G and 3G services on a nationwide basis. Focusing on network quality, competitive tariff, and best-in-class customer service, the company is well-positioned to rapidly increase market share and set new trends in the telecom market.

### The Towering Concerns

Vietnamobile was facing performance and scalability issues with their then existing tool which was bringing them on back-foot. Also, despite being a provider of state-of-the-art services to the customers, Vietnamobile was, somehow, concerned about the level of satisfaction among their customers.

Enabling new service within the system was a huge effort on the development side that was limiting agility and flexibility within the business. Having explored a variety of support solutions, Vietnamobile rolled out OneClick and never looked back.

### Strengthening the System

To bring more flexibility and scalability for the business users, OneClick provided an intuitive self-care platform to Vietnamobile. The solution with engaging UX infrastructure introduced TIBCO as a middle layer to establish a single entry & exit door for all the communication back & forth.

### Promising Results

Following the implementation of the solution, Vietnamobile saw major improvements in the below areas:

- **Increase in Revenue:** Exciting offers encouraged customers to use mobile & web channel, increasing the revenue and the subscribers significantly.
- **Growth in number of Subscribers:** The app enabled the company in bringing more subscribers on-board hassle free and generate campaigns based on their profiles.
- **Self-manageable platform:** The internal benefitted by having an easy content management system to configure the mobile & web channel content without the involvement of the development team. Business user benefitted by providing dashboards for presenting business reports with accuracy up to 95% on the content system itself.
- **Enhanced User Experience:** Reduced page load time, custom notifications along with user-friendly easy menu and navigation in mobile app resulted in better user experience.

