

CASE STUDY



WITH CSG SOLUTIONS, ROBI AXIATA FINDS NEW BUSINESS MODELS, MARKETS AND REVENUE

**Increased ARPU, increased subscriber choice,
Unlocked new revenue streams**

RESULTS

CSG secures maximum return for Robi by opening up new business models, new markets and new revenue for the operator. Moving forward, they will be able to monetize exciting new use cases, including VoLTE, IoT, enterprise services, connected cars and other innovative 5G use cases.



648%

increase in mobile data revenues since launch



16M

active daily data users



13M

plans purchased monthly



700K

accepted monthly offers

“We have increased our data revenues and our average data usage per subscriber. We are also seeing an impressive uptake on new data plans and promotions because we can now offer the most innovative subscriber-centric data services on the market.”

— Dr. Asif Naimur Rashid, CIO. ROBI

WHO?

Robi Axiata is one of the largest network operators in Bangladesh with over 56 million subscribers.

WHAT?

Robi was ready to move from 4.5G to 5G and offer new and innovative services to their customers.

Robi needed a flexible, scalable solution to handle massive growth in subscriber demand for new and existing services.

The existing legacy system slowed the operator's ability to respond.

To boost revenues and expand market share, Robi needed to significantly decrease time to market, from months to hours.

HOW?

Robi Axiata chose CSG Policy Control to deliver the best experiences to its subscribers.

Now, Robi's subscribers can enjoy personalized and flexible mobile data plans and choose from attractive offers, such as tiered packages, pay-per-use plans, microloans, gifting and referral options.

Robi can control and optimize its data traffic from one integrated platform, launching disruptive plans and services in real time, with seamless integration with its existing systems and network.