CUSTOMER SUCCESS STORY

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

The Challenge

Robi Axiata is one of the largest network operators in Bangladesh with over 50 million subscribers. In 2013, CSG worked with Robi to launch their Voice over LTE (VoLTE) and 3G networks. Now, Robi is ready to move from 4.5G to 5G and offer new and innovative services to their customers.

To ensure a successful and lucrative launch, the operator needs flexible, scalable solutions that can handle massive growth in subscriber demand for new and existing services. The existing legacy system required an arduous and lengthy change request process to launch any new plan onto the market, slowing the operator's ability to respond to subscriber demands. To boost revenues and expand market share, Robi needed to significantly decrease time to market, from months to hours.

The Solution

CSG Policy Control enables Robi Axiata's subscribers to select from innovative plans and promotions, including tiered service packages, pay-per-use plans and flexible payment options, including microloans, gifting and referral offers.

648 PERCENT INCREASE

IN MOBILE DATA REVENUES SINCE LAUNCH

67 PERCENT

DATA USAGE INCREASE

26 PERCENT

REVENUE INCREASE

18 MILLION

ACTIVE DAILY DATA USERS, A 1,086 PERCENT INCREASE SINCE LAUNCH

13 MILLION PLANS

PURCHASED MONTHLY

CSGI.COM

CSG's highly intuitive graphical user interface (GUI) enables Robi's marketing team to launch new plans quickly and seamlessly in response to constantly shifting market demands without enduring a time-consuming and costly vendor change request. Robi can now manage its data plans internally and launch disruptive plans and services instantly.

CSG Policy Control is a network vendor-agnostic product that seamlessly integrates with Robi's business support systems and existing network components. Robi can create, manage and monetize its data traffic from one integrated platform.

The Results

By using CSG solutions, Robi can now personalize and monetize every subscriber interaction with relevant, exciting experiences. CSG secures maximum return for Robi by opening up new business models, new markets and new revenue for the operator. The fully virtualized deployment is part of a critical digital transformation project to enable Robi's rapid growth. 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.

"WE HAVE INCREASED OUR DATA REVENUES AND OUR AVERAGE DATA USAGE PER SUBSCRIBER. WE ARE ALSO SEEING AN IMPRESSIVE UPTAKE ON NEW DATA PLANS BECAUSE WITH CSG, WE CAN NOW OFFER THE MOST INNOVATIVE SUBSCRIBER-CENTRIC DATA SERVICES ON THE MARKET."

DR. ASIF NAIMUR RASHID, CIO. ROBI

About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit **csgi.com** to learn more.

About Robi

Robi Axiata Limited (Robi) is a subsidiary company of the Asian telecom giant, Axiata Group Berhad, based in Malaysia. Other shareholders in the entity are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc. Robi is the second largest mobile network operator in Bangladesh with 46.88Mn subscribers as of end of December 2018. The company commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'.

In 2010, it was rebranded as 'Robi' and the company changed its name to Robi Axiata Limited. Following the merger with Airtel Bangladesh, the merged company, Robi Axiata Limited (Robi) started its commercial operation on 16 November 2016. As of now, this is the biggest ever merger of the country and first ever merger in the mobile telecom sector of Bangladesh. www.robi.com.bd.