

Launch your new Digital Brand with Thales Trusted Digital Telco

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LAUNCH YOUR DIGITAL BRAND IN 4 MONTHS

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ONBOARD YOUR SUBSCRIBERS IN 3 STEPS

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DELIVER A 100% DIGITAL CUSTOMER EXPERIENCE

A Case Study By Bouygues Telecom



Many Mobile Network Operators around the world are facing a saturated and highly competitive market. To attract new customers without cannibalizing existing business, innovative and differentiated offers are a high priority.

In this context, Bouygues Telecom wanted to attract new subscribers by launching a new offer **enhancing the customer experience and promoting socially responsible values**.

The Telecom Operator opted for a new digital brand, enabling an end-to-end digital customer journey, whilst **targeting socially and ethically conscious consumers**. Indeed, the new service gave them the opportunity to convert unused data into a monetary donation to their chosen charity.



The entire service is enabled via the *Source app* (the Telecom Operators' app), relying on Thales' 'Telco in an App' approach, giving users **seamless control over how they interact with their mobile plan**.

This mobile-centric approach is enabled by Thales' Trusted Digital Telco, featuring

- | A fully digital BSS (Business Support System), provided by Thales partner triPica, allowing day-to-day subscription management for end users.
- | Thales' Trusted Digital Identity, a proven remote digital ID verification service.

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LAUNCH YOUR DIGITAL BRAND IN 4 MONTHS

To develop new digital offers quickly and efficiently, the Telecom Operators need a solution that minimizes impact on their legacy Business Support System (BSS).

Thales Trusted Digital Telco features a **digital BSS** that simply plugs into any Operator's legacy BSS.

>>>> The service was developed and deployed quickly without any additional pressure on the MNO's legacy BSS and internal IT team. Rapid time to market combined with straightforward implementation and a novel brand offer attracted new subscribers in addition to existing business.





2 ONBOARD YOUR SUBSCRIBERS IN 3 STEPS

Quick digital onboarding is key for customer acquisition.

The “Telco in an app” approach is at the heart of a quick, three-step customer journey. Subscribers simply download the app, enrol remotely thanks to Thales Trusted Digital ID, then activate their plan.

>>>> as a result, **Thales Trusted Digital Telco** delivers a true anytime and anywhere intuitive experience for end users.



3 DELIVER A 100% DIGITAL CUSTOMER EXPERIENCE

Consumers want to manage every aspect of their mobile experience, direct from their smartphone.

Thales Trusted Digital Telco, gives users control over how they interact with their mobile plan, from enrolment through to subscription management with an innovative customer dashboard.

>>>> In addition, users are automatically offered the opportunity to convert unused data into a monetary donation to their chosen charity, giving them a real sense of control when they participate in ethically responsible activities.

Stéphane Allaire, Director of Innovation, Bouygues Telecom

“It was important for Bouygues Telecom to offer an innovative and flexible solution. Thales – supported by triPica’s telecom expertise – were genuine partners who enabled us to quickly launch our ‘source’ offer. A unique solution in the telecom market achieved in a very short time-frame and focused on a fully mobile and supportive user experience.”

Digital BSS, Trusted Digital ID platform and eSIM solutions are part of Thales Trusted Digital Telco, enabling Telecom Operators to deliver a 100% digital and intuitive customer experience.

Visit our webpage to watch our video and download our white paper.

Visit our partner triPica’s website.