

Teleena MVNOs Delivering the Perfect Customer Onboarding Experience

Teleena is a global IoT and MVNO enabler headquartered in the Netherlands with regional offices in the United Kingdom and Dubai. Teleena has been enabling companies with IoT and mobility ambitions since 2007 with a broad portfolio of products and services and currently operates more than 1 million devices worldwide. Teleena's platform is known for its innovative and comprehensive functionalities optimized for the needs of global MVNOs and IoT businesses.

Mobile data services, key revenue driver for Teleena's MVNO customers

When buying a new MVNO SIM card, customers expect to get online immediately. If the correct device APN setup is not performed automatically in real-time, the welcome experience is destroyed and end-users turn to the MVNO's customer care for help.

"It is essential that every MVNO end-user can use mobile data service from the moment they insert a Teleena SIM card into their devices," says Ronald Weststrate, CTO of Teleena.

Knowing that data had become the main driver for MVNOs' revenues surpassing voice revenues, Teleena developed its MVNE platform in a way to better meet the MVNOs requirements of global mobile data services and to support a smooth onboarding process of end-users.

Weststrate explains the top three onboarding challenges that Teleena identified for global mobile data services:

1 MVNO APNs are not pre-installed in smartphones

The common assumption with modern smartphones is that they autonomously perform an automatic APN setup and can start using data services when turned on. Device manufacturers do store APN settings on devices before releasing them to the market, but these settings are usually mobile network operator (MNO) specific and do not support sub-range MVNO settings. As a result, new MVNO customers do not understand why his or her handset does not connect to the Internet as it used to do with the previous service provider.

2 Device APN setup, not a one-time task

Most MVNOs believe that it is enough to perform the setup of APNs at the beginning of the new customer life-cycle. However, customers will lose their data settings when:

1. an operating system update is performed
2. while travelling to another country and roaming on another network
3. when upgrading to a new phone model
4. after a device factory reset.

As a result, ensuring that the correct APN settings are installed on a specific device is not a one-off task – it's a recurring task.

3 A perfect data roaming experience requires real-time device setup

Teleena distributes multi-IMSI SIM cards to its MVNO customers, enabling end-users to use mobile services in other countries without high roaming fees. When travelling, Teleena SIM cards will detect the new country and network codes and this will have an impact on the APN settings stored on the phone. They will be reset. Once that happens, the end-user's phone will lose the original APN settings used by Teleena MVNOs and fall back to default factory settings stored on the device. In order to make full use of multi-IMSI SIM cards, automatic and real-time device APN setup functionality is essential.

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Teleena's incumbent device setup solution failed to meet MVNO needs

Within its MVNO service platform, Teleena used to have an incumbent device setup solution, but this did not meet Teleena's changing needs. The old solution was unable to identify the end-user's device brand and model and it only provided one kind of APN setting regardless of handset type. Teleena serves over one million devices and end-users worldwide and this translates into a very fragmented device fleet. For all these devices, a one-size-fits-all setup model just didn't work and the result was low customer onboarding efficiency.

Hence, Teleena started looking for a device aware setup solution to replace its incumbent system that did not meet all of Teleena's and customer expectations, and which would be easy to integrate into all MVNO support touch points and provide secure seamless data connectivity.

Teleena's Tweakker device setup cloud solution

In order to reduce customer care costs and better meet the needs of its MVNO customers, Teleena chose Tweakker's device APN setup for Customer Onboarding. The Tweakker cloud was configured as an integral component of Teleena's MVNE platform forming a unique real-time APN setup proposition for MVNOs.

Tweakker's solution for MVNOs' Customer Onboarding is Device Setup, which provides functionalities for all setup scenarios.

Teleena's solution provides three ways to trigger device setup:

- Self-care setup for end-users through a visual APN setup tool, which is embedded into MVNOs' websites and is available to customers 24/7
- Customer care triggered OTA device setup where care agents trigger over-the-air APN setup based on customer requests
- Real-time device setup solution where setups are triggered by Teleena's Home Location Register (HLR) through Tweakker's HTTP API. Upon a new SIM card being activated, the HLR submits the IMEI and MSISDN of the device to the Tweakker cloud which performs setup through OMA-CP settings, iOS auto-configuration or through sending a Manual Set up Guide depending on the end-users identified device capabilities. Compared to Customer Care assisted setup methods, automated real-time setup is able to process vast amounts of customer onboarding quickly and accurately 24/7, reducing the need and cost for customer care assistance.

Tweakker provides the most versatile set of device settings on today's market. Quite simply, the Tweakker solution is the world's largest base of in-house tested and verified OTA handset settings that support the OMA-CP standard.

Additionally, Tweakker offers a set of advanced device settings as part of its optional product packages. For Apple iOS devices, which do not support standard OTA setup, Tweakker is the only vendor in the world that provides over-the-air APN auto-configuration functionality. For other handsets that do not support OTA device setup, Tweakker offers a vast base of manual setup guides, which are automatically sent to non-OTA device users when the setup procedure is triggered.

"By integrating Tweakker's device setup solution into Teleena's MVNE platform, we have been able to differentiate our service offering with superior customer onboarding capabilities in global MVNO markets," concludes Ronald Weststrate, CTO of Teleena.

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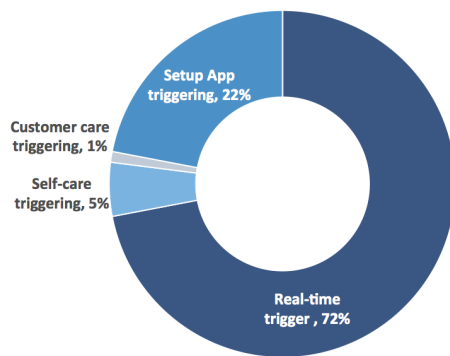
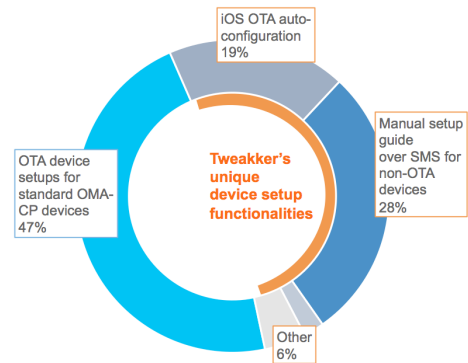
Results

After a year and half of using Tweakker's device set up solution, Teleena has been able to provide all its MVNO customers with a highly-efficient customer onboarding process capable of setting up all devices on all networks.

47% of device setups events are OTA settings to OMA-CP compliant devices. Over 50% of Teleena's device setups are performed by Tweakker's unique device setup functionalities:

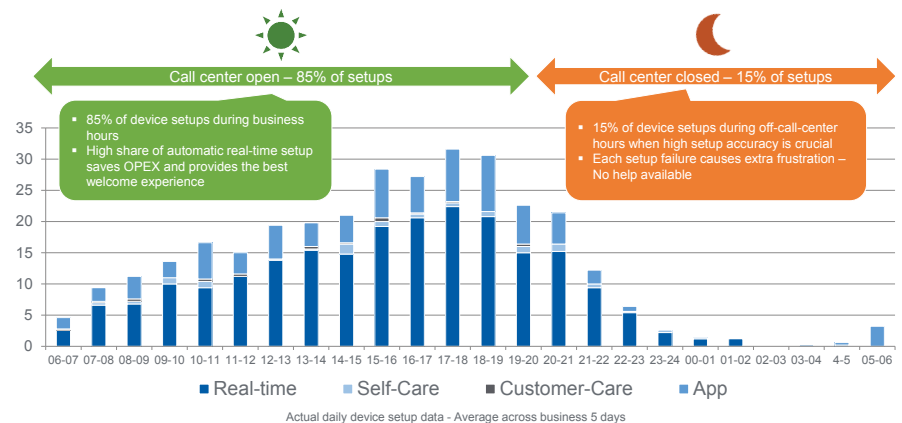
- iOS over-the-air auto-configuration - 19%
- Multi-language Manual Setup Guides - 28%

Tweakker's OMA-CP settings are tested and certified by Spirent's Device Intelligence team ensuring successful service activation in all cases



High share of automatic real-time setups means high cost-efficiency - up to 72% of settings sent to Teleena's MVNO customers are triggered automatically once a SIM card is inserted. Only 6% of settings are triggered through the self-care web portal and only 1% required triggering by a Customer Care agent. Tweakker's unique Setup Apps (iOS and Android) were the source of getting the right APN setups in 22% of events.

Customer Onboarding is a 24/7 process and hence a cost-efficient and high-quality device setup solution is crucial for success in the MVNO business.



Tweakker Benefits for Teleena

- **Faster** revenue uptake through efficient customer onboarding
- **Reduced** costs at MVNOs' Customer Care Centres
- **Seamless** customer onboarding and the ultimate 24/7 welcome experience
- **Seamless** APN set up for Multi-IMSI users when roaming
- **Higher** MVNO satisfaction

Contact Tweakker today at sales@tweakker.com

Tailor your device setup solution and get a price online!

<http://tweakker.com/Get-Price>

Do you want to offer your customers the perfect onboarding experience?