

Unlocking 197% Growth in Annual Revenue with Comviva NGAGE

Simplifying CPaaS to generate increment revenue streams



The customer is a telecommunications company serving a user base of 7.1 million in Africa. This company offers state-of-the-art technology and services to its customers, positioning itself as a leader in the telecommunications sector within the country.

Low Lights

- » The absence of an integrated communication solution capable of addressing enterprise's tech-savvy end consumers' diverse use cases
- » A lack of technological commercial and sales experience in selling CPaaS services
- » Challenges in managing the entire enterprise lifecycle.

With customers becoming increasingly tech-savvy, there was a need for an integrated solution that would empower enterprise verticals in the region to provide real-time, personalized, and contextually relevant interactions with customers, all while complying with regulatory requirements.

The existing legacy infrastructure was proving to be a hindrance in scaling up and being future-ready. Thus, there was a pressing need for a modernized infrastructure to support the company's future vision in the region.

Solution

- » Offered a white-labelled CPaaS platform to enable the telecom company's enterprises to engage effectively with their customers
- » Provided enterprises with sales manpower and business operations support
- » Streamlined SMS delivery while addressing enterprise lifecycle management
- » Enabled seamless integration into the enterprise's existing ecosystem

The telecom company replaced its incumbent solution with NGAGE CPaaS to drive enterprise client acquisition and generate incremental revenue streams.

Comviva NGAGE is an omni-channel full stack CPaaS platform that empowers telecom enterprises with cutting-edge capabilities across industries, all within a single unified platform.

Additionally, Comviva's on ground sales and support teams worked as an extension of the enterprises business teams to segment, identify, and capitalize on growth opportunities together, a win-win for all.



Impact

- 
 Achieved an astounding 285% increase in opco traffic growth with the NGAGE solution
- 
 Processed over half a billion annual transactions
- 
 Realized a remarkable 197% increase in annual revenue from April 2022 to April 2023

The use of Comviva's NGAGE platform unlocks new avenues of growth for the customer in the fast-growing B2B space.

With smooth onboarding and timely reloading of user accounts, there has been a significant increase in daily traffic in Africa.

