

Empowering Retail Distribution at Scale:

How Comviva Helped A Leading Telco in Kuwait & Algeria Gain Real-Time Control



Revolutionizing Retail Distribution for A Leading Operator in Kuwait & Algeria

Category

Retail Channel Transformation | Real-Time Dealer & Inventory Management

Overview

A leading telecom operator in Kuwait and Algeria, was facing growing challenges with retail inventory tracking, field agent performance, and fragmented dealer relationships. They needed a modern, digital solution that could provide end-to-end control over their distribution network.

Partnering with Comviva, the operator deployed the Dealer Management Solution-a key part of Comviva's Digital Distribution Suite. The result? Real-time inventory visibility, empowered field force operations, and performance-driven retail engagement across two geographies.



Challenges Faced

- **No Unified Inventory Visibility:** Disparate systems led to delays, redundancies, and lack of clarity in stock movement and store inventory.
- **Limited Field Force Control:** Agent performance tracking and customer onboarding (eCAF) were manual and error-prone.
- **Inefficient Dealer Incentivization:** No system to directly reward high-performing retailers, resulting in missed growth opportunities.



Solution Deployed

- Comviva's Dealer Management Solution (part of the SnD Suite)
- Real-time tracking of inventory at every stage-receipt, transit, sale, and transfer
- Mobile-enabled field force for digital onboarding via eCAF
- Integrated commission engine tied to retailer performance
- Unified view of retail distribution across both countries

Key Features



Retail-Centric Architecture for SIMs, handsets, vouchers & device inventory



Mobile-first Field Enablement for seamless in-store engagement



Retail-Centric Architecture for SIMs, handsets, vouchers & device inventory



Unified Dashboard for full visibility and business insights

Before and after snapshot

Metric	Impact
System Users	20,000+ across Kuwait and Algeria
Retail Network	Full inventory visibility across all stores and warehouses
Deployment Speed	Successfully rolled out with close alignment to commercial requirements
Operational Efficiency	Reduced stock mismatches, faster onboarding, and transparent commissions
Dealer Engagement	High-performing partners directly rewarded and retained

Real-Time Results and Business Impact Tangible Business Outcomes

Before	After Comviva Solutions
Disconnected inventory views	Single-pane visibility across the ecosystem
Manual field force onboarding	Mobile-based eCAF capture for agility and accuracy
One-size-fits-all dealer treatment	Tiered, performance-based reward structures
Multiple disconnected systems	Unified digital distribution platform

Why It Worked

- ✓ Tailored for Telcos: Designed specifically for telecom retail needs
- ✓ Field-Tested Across Markets: Proven deployment success globally
- ✓ Scalable & Modular: Ready to expand with the operator's future plans

Conclusion

The telecom operator's retail operations in Kuwait and Algeria have been transformed into intelligent, real-time ecosystems. With Comviva's digital distribution platform, they now have complete control, enhanced engagement, and a clear path to scalable growth.

About Comviva

Comviva is a global leader in digital solutions catering to the evolving needs of telecom operators. With a presence in over 90 countries and deployments across 130+ service providers, Comviva empowers telecom businesses with cutting-edge platforms for digital transformation, customer engagement, and enterprise growth. A Tech Mahindra company, Comviva brings agility, innovation, and scale to help CSPs succeed in the digital age.

Learn more at www.comviva.com