



CASE STUDY

Simple To Say, Not So Simple To Do

Overview

There is a belief that connectivity should be simple for consumers. It should be as simple as taking a SIM card and inserting it into a device, thus allowing that device to connect to a cellular network in an affordable manner. While that belief in many ways is anything but simple to actually deliver - the value of low-cost, high-quality service is clear and unquestioned. Wireless providers around the world have struggled for years to bundle the right components, including SIM provisioning, carrier relationships, logistics, and customer service. In spite of the challenges, the world is expected to continue to consume wireless connectivity at unprecedented rates. In 2020, there are expected to be more than 9 billion active mobile cellular connections, excluding IoT connections - that's more than one active connection per person across the globe.

The Challenge

Simplifying complex situations is exactly what companies like Amazon, Apple, and Toyota have built business models upon. But there is a reason that not every company has succeeded at simplifying difficult situations -- it's really difficult. However, teaming with world-class partners in design, logistics, and production is one step to allowing companies the ability to deliver a product that is simple for the user.

In this case, the challenge was clear: deliver cellular connectivity, without frills and with incredible service, to everyone. While simple is the desired outcome, getting there was anything but. It starts with finding the right network that would provide adequate coverage and capacity, while doing so at a low-cost point. From there, managing mobile subscriptions through a partnered network was something that required the right partner. Lastly,

being able to achieve high customer satisfaction levels at low costs was a challenge that many before have attempted, but few had achieved. In short, delivering a world-class technology experience with a world-class customer experience is exactly what many have failed to deliver for decades.

The Solution

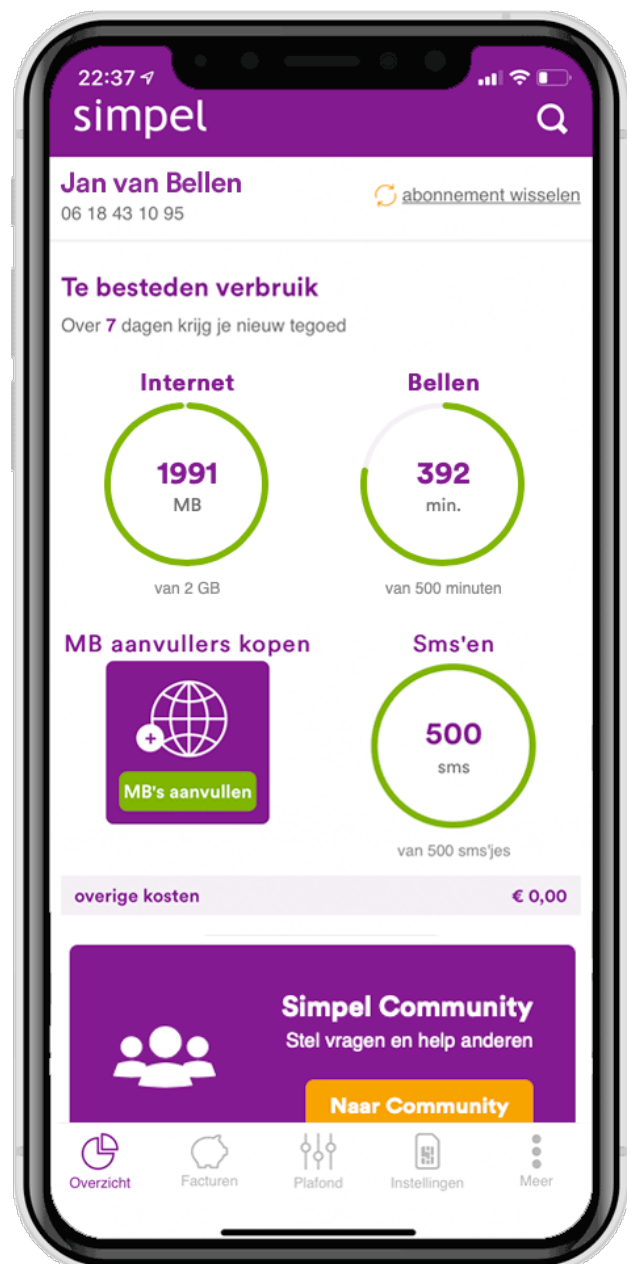
Simpel, a Dutch-based mobile provider, operating as a Mobile Virtual Network Operator (MVNO), has roots that run back to 2007. Seen as a challenger to traditional mobile network operators, Simpel set out to deliver SIM-only mobile subscriptions to a market that had grown tired of overpriced and overcomplicated mobile solutions. Simpel had a clear vision: keep things simple and affordable by providing high-quality, SIM-only subscriptions.

By disaggregating the SIM and device and creating a low-cost, self-service customer model - Simpel was able to give consumers exactly what they were looking for. Removing cumbersome steps like requiring mandatory credit checks allowed Simpel to address under-served markets in a very disruptive way.

KORE entered the picture early on as a technology partner that would allow Simpel to focus on their customer, without compromising the strong wireless offering that it planned to deliver. Simpel asked KORE to provide a complete MVNE service, including the following:

- Mobile Network Access
- Core Network
- Order Flow
- Self Service Capabilities
- Billing
- Customer Service

Because of the independent nature of KORE's technology footprint, Simpel was able to leverage T-Mobile's cellular network, which is widely considered the strongest mobile network in the Netherlands, while doing so at very competitive rates. In addition to simply providing network connectivity, KORE was tasked with the oversight of operations and service – allowing Simpel to focus exclusively on their strengths in marketing and business development.





When it came time to upgrade their technology stack several years after initial launch, Simpel turned to KORE to help in the execution of the plan. The project entitled “Back2Simpel” consisted of the following module components: Oracle OCS, Ability from FiQas, Microsoft Dynamics from BusinessBase and Enrise who provide the website, self-service environment and business logic layer that ensures all partners are fully integrated into the Simpel ecosystem. Through partners, Simpel was able to effectively implement upgraded systems and tools to allow business logic to run throughout the technology stack.

The transformation did have some complications as it was necessary to migrate existing customers to the updated Oracle OCS platform. KORE was asked to manage this project with the overarching objective of delivering a rock-solid platform without any impact to the hundreds of thousands of current customers. This migration process, overseen by KORE, was managed over the course of approximately two months.

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The Results

The partnership between Simpel and KORE has epitomised the term partner. At every step of the journey to becoming a world-class MVNO, Simpel has been able to rely on KORE to deliver scalable technology solutions. In return, Simpel has been able to grow at a faster rate than any other mobile network operator in the Netherlands, while maintaining extremely high customer satisfaction scores. In fact, additional to creating a competitive advantage through lower prices, Simpel has been able to achieve an all-around customer experience average of 4.7 out of 5 stars.

Now having approached one million customers, Simpel has proven that an acute focus on the customer experience, while trusting a company like KORE with their technology needs, can yield explosive growth.

About KORE

KORE is a pioneer, leader, and trusted advisor delivering transformative business performance. We empower organisations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers' business outcomes.

For more information visit eu.korewireless.com

About Simpel

Simpel is the market leading budget mobile provider in the Netherlands, operating as an independent Mobile Virtual Network Operator ('MVNO') since 2007 with a strong marketing track record and clear focus on delivering high value-for-money products to a growing customer base. The company entered the market with a game changing philosophy by keeping things simple and affordable by providing low-cost, high-value service to its customers.

For more information visit simplenl.nl

For more information, reach out to KORE to learn how we can simplify the complexity of IoT for your business.

