

Customer Success Story

CELTEL

Democratic Republic of Congo



Celtel, Democratic Republic of Congo, utilizes Ericsson best practice in the move to GPRS

Prior to launching GPRS across the Democratic Republic of Congo (DRC), Celtel, required a full understanding of the impact and benefits of the service.

To expand subscriber services and enhance Average Revenue Per User (ARPU) through new media revenues, Celtel, DRC, chose to upgrade its network to GPRS. The operator is part of the Celtel group, one of the largest operators in Africa. Celtel is a major operator in the large African country, which has a population of 62 million.

Celtel has had an Ericsson network in the DRC for the past five years. Due to this strong ongoing partnership and the Celtel group's recognition of Ericsson's global experience in installing and launching GPRS equipment, the operator turned to Ericsson to advise on the way forward.

“I don't know how we could have successfully launched GPRS/MMS without having this solution.”

Michel Elame, CEO, Celtel

Ericsson offered a tailored solution incorporating Education and Business Consulting. Initially a two-day workshop introduced mobile data applications to the executive management, marketing and customer care teams. The operator found this extremely beneficial and arranged further sessions for all relevant employees.

Ian James, Business Consultant, Ericsson, explains that the workshop was designed with an end-user focus: “Operators have historically planned their mobile service portfolio based on technology installations. The Mobile Data Marketing workshop turns this around to show operators how to take a customer-led approach to the development and launch of data services.”

Following the program of courses the operator is on track to construct a compelling service portfolio specifically designed to suit a range of target subscriber needs. Michel Elame, CEO, Celtel, describes the importance of the solution: “I don't know how we could have successfully launched GPRS/MMS without having this solution.”



Michel Elame,
CEO,
Celtel

Highlights

Customer

Celtel, Democratic Republic of Congo.

Customer Objective

Preparation for GPRS, focus on subscriber benefits and enhance employee knowledge

Ericsson Solution

- Training programs
- Business Consulting

Customer Benefits

- Fast service launch
- New media revenues
- Enhanced ARPU.