



Case Study  
Exensys VoiceSMS Solution  
Telecom Operators  




## Saudi Telecom gears for VAS leadership

STC consolidates its position as a market leader in KSA

As KSA's largest telecom operator, Saudi Telecom with 13.5 million subscriber base is faced with a decent competition in the current multi-operator regime within KSA (Kingdom of Saudi Arabia). The ARPU (Average Revenue Per User) and the customer loyalty were the two most important concerns that were in STC's mind. In such a competitive environment, incumbent operator(s) would offer basic call services at lesser price forcing STC to lower their ARPU to protect their market share. Also, it would become imperative for STC to offset such reduction in ARPU by way of introducing creative VAS services like VoiceSMS that could contribute substantially to the ARPU figures.

### Challenge

- **To retain the subscriber loyalty** and enhance subscriber stickiness by providing advanced value added services.
- **To leverage investments** in their existing GSM, Hybrid or 3G networks and maximizing VAS revenues
- **To capture significant revenues** by responding to subscriber demands of communication services which are intelligent, instant and indispensable.

### Solution

- **Exensys VoiceSMS service** is a simpler way of sending a short voice message to other mobile subscribers. In a way it is simpler than sending a conventional SMS which requires punching in many 'key strokes' to compose a short message.
- **STC's mobile subscribers can instantly record a voice message** by dialing **"\* <Mobile No.>"** avoiding the hassles of typing. The recipient subscriber receives an SMS notification *"You have a VoiceSMS from your friend. Click here to listen to your message"* or it can be configured to be *"Dial \*0 to listen to your new VoiceSMS"*, either of which takes just 2 'key strokes' by the subscriber to retrieve their messages.

### Benefits

- Subscribers of STC can now convey their emotions, mood and passion along with their voice, which cannot be possible through normal SMS message.
- The scenarios like expression of warmth, love, anger, affection, appreciation, gratitude, passion, excitement and enthusiasm are perfect situations for subscribers to make use of VoiceSMS.
- VoiceSMS is handset independent service which can be used by everyone in the network.
- Subscribers can communicate with each other effectively in an exciting and fun-filled way.

"STC is in a comfortable position to address the issues of subscriber loyalty, market share, and ARPU (Average Revenue Per User) with this new value added service of VoiceSMS deployed by Exensys.", VP - STC - Aljawal

#### About Saudi Telecom

STC is the largest Telecom Network in Kingdom of Saudi Arabia. STC offers mobile services through its ALJAWAL services, which has a market share of 81%.

STC's ALJAWAL is known in the telecommunications field as a company which has made giant technical leaps in terms of upgrading and implementing 2.5G, 3G and 3.5G network services providing plethora of advanced VAS services to its subscribers.