

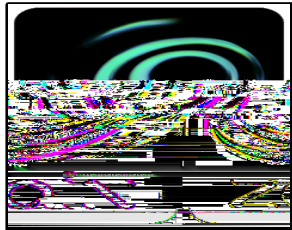
# ITU Arab Regional Workshop on Mobile Roaming: National & International Practices

27 to 29 of Oct, 2015 Sudan - Khartoum



**Zain Onenetwork Experience**  
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**Company :Zain Sudan**

Telecom service of the year  
Comms MEA award 2007



# Contents

- ❖ Overview and Concepts,
- ❖ Zain Onenetwork features and benefits,
- ❖ Zain won the telecom Awards of an innovative borderless “Service Winner **2007**”
- ❖



# Idea

- The intent was to deploy the borderless service as Celetel Group (Zain Africa) enables customers to use their SIMs freely between countries in 2004,
- The initial was based on:
  - ✓ Preferential Celtel to Celtel Calling/ SMS,
  - ✓ Borderless network,
  - ✓ Enhanced GPRS service.
- OneNetwork' was potentially available to 500 million people and 16 Zain Africa and the ME operating countries, serving some 45 million customers



# Why Onenetwork

- Roaming activated only after paying a high deposit,
- Roaming only available to postpaid customers while the majority of prepaid customers cannot use their mobile phones in countries they visit,
- High fees charged for local calls, CBH and Incoming calls while visiting other countries,
- In the rare cases that prepaid roaming is offered, only recharge cards from home can be used to recharge.



# Zain Realized that;

- The World is becoming a global market place,
- People do not want to be out of touch when they travel,
- Communication is extremely important for cross border business, trade, and security,
- Zain's customers deserve the most innovative, convenient, affordable, and friendly services,



# Zain - Marketing Objectives

- As a part of the brand promise; it conveyed a strong functional base for Zain ongoing enhancement process – **Leadership** in delivering products relevant to customers,
- Delivered on **brand** promises - Enhance life experiences of consumers and communities
- **Differentiates** Zain from its competitors by taking advantage of its large footprint across Africa & ME in a very real and functional way,









# Customer Experience

## Affordability

- Outgoing Calls were at local rates,
- All Incoming calls were free of charge

## Convenience

- To use their mobile phone the same way as it done in the home country,
- Accessing familiar short codes (i.e. CS & VM),
- Unified CS units across countries

## Simplicity

Service was available to Zain customer (both Prepaid and Post Paid) without need for additional subscription, changing tariff, paying service deposit

## User-friendliness

- Arrived Onenetwork OpCos , turns on phone & automatically registered to the visited Onenetwork
- Welcome SMS, Good bye and welcome back Messages



# Europe erased borders...

- Europe copied Zain Onenetwork and generalized it among the EU countries,
- **European Union roaming regulations** in 2007 started to devolope the imposition of roaming charges which have steadily lowered the maximum roaming charges allowable,
- latest to abolish end-user roaming charges in the EU that proposed to take an effect June – 2017,



# Recommendations

- Redesign the Onenetwork to overcome some challenges,
- To consider widening the Concept to become Group – to – Group,
- To revisit the cost elements in order to reduce the total cost that allow lower prices,

name:



**THANK YOU**

Open Discussion



# Back up slide

- Misuse of SIM cards exchange between countries,
- local recharge settlement issues since it wasn't apart of normal roaming FCH processes,
- Exchange rate issues,
- Taxation on scratch cards,
- Regulation, that forced companies to implement MTC charges,