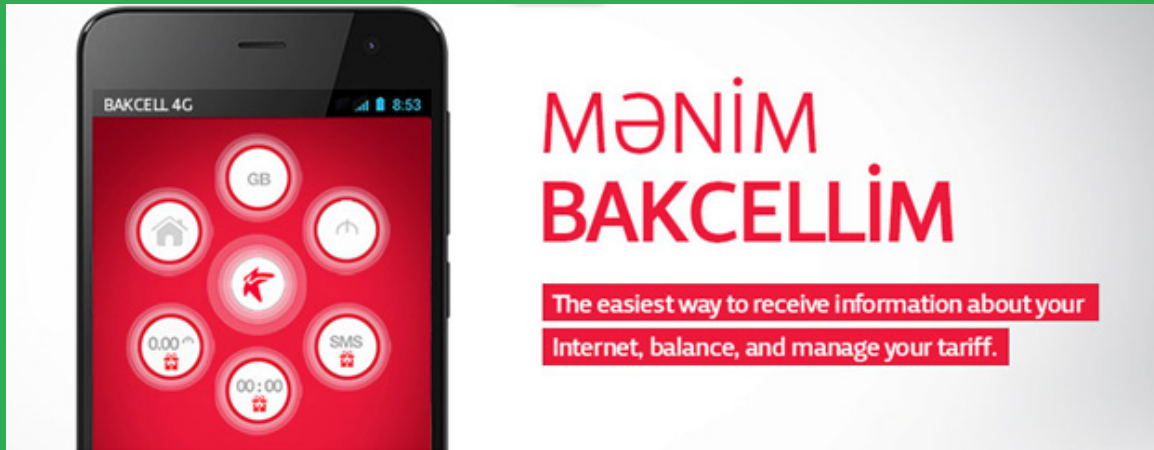


CUSTOMER SUCCESS STORY

## Bakcell Makes It Easy for Customers



### The Mənim Bakcellim app lets subscribers review their usage and top-up their balance

The Mənim Bakcellim app, powered by OutReach, gives subscribers the power to manage every aspect of their plan. The simple user interface makes it easier than ever for subscribers to review their current SMS, data, and voice usage and to purchase top-ups.

#### Behind the Scenes

Because Sandvine's OutReach product utilizes hybrid app functionality, Bakcell can easily update the Mənim Bakcellim app in real-time, without needing to re-enter the app store review process.

This flexibility allows Bakcell to send personalized offers to customers.

#### Win-Win Scenario

By enabling subscribers to easily review and manage their services with the Mənim Bakcellim app, Bakcell has greatly improved the customer experience.

Providing innovative self-service options is a great way for leading operators to stand out from the competition.

#### The Right Platform

*"Sandvine's NFV-ready, innovative solutions help Bakcell to meet mobile broadband market challenges by supporting the rapid deployment of new and innovative service plans, increasing service quality, improving customer experience, and simplifying subscription management."*

-Yigit Berktaş, CTO

#### About Bakcell

Established in 1994, Bakcell is the first and leading mobile Internet provider in Azerbaijan.

With their LTE-Advanced and 3G networks, Bakcell provide mobile data coverage to more than 99% of Azerbaijan's population.



Want to stand out from the competition? Visit [www.sandvine.com](http://www.sandvine.com)