

CUSTOMER SUCCESS STORY

O2 UK Boosts Revenue with Roaming Plans



Telefónica O2 UK offers subscribers mobile roaming options

The realities of smartphones and international travel, as well as new regulatory legislation, prompted O2 UK to seek an accurate and effective roaming data management solution for their network.

The Right Platform

The Sandvine platform delivered four critical components to enable O2 UK's roaming plans: accurate detection and measurement of roaming traffic, the ability for subscribers to self-manage their roaming plans, the ability to initiate and directly apply policy control enforcement actions (e.g., subscriber notifications and bandwidth limits), and the flexibility to define and deploy new roaming services and add-ons as needed.

The Results

Ultimately, these new roaming packages increased revenue and created a positive subscriber experience.

Subscribers were able to choose the right roaming package from a range of options. Plus, they could confidently use mobile data without fear of bill shock, because the plans included real-time usage counting and prompt subscriber usage notifications.

Understand and Act

"As a global company, Telefónica's network insight and business intelligence is key to understanding how we can better serve our vast subscriber base worldwide. Working with Sandvine since 2008 has brought us closer to understanding and acting on the needs of our customers, while improving revenue opportunities and the cost-effectiveness of our network"

-Telefónica

About Telefónica O2 UK

O2 UK, a subsidiary of Telefónica, provides 2G, 3G, 4G, and WiFi services to millions of subscribers throughout the United Kingdom.



Do your subscribers have the right roaming options? Visit www.sandvine.com