

CUSTOMER SUCCESS STORY

# Vox Telecom: Rolling Over the Competition



## Vox and Sandvine bring rollover data to South Africa's DSL market

To stand out in a competitive marketplace, Vox Telecom out-innovates their competition. Here's one example: as a standard feature within their *Fat Pipe* ADSL plans, Vox carries forward unused portions of a subscriber's monthly data quota, indefinitely, as long as the subscriber remains under contract.

### Managing Quotas

Vox Telecom are long-time users of Sandvine's Quota Manager, which they rely on to track a wide selection of prepaid and postpaid data quotas

Setting up data rollover for select plans just took a few simple configuration changes; after that, they were rolling!

### Building Loyalty

Rollover data is a great way to build loyalty, as subscribers will be giving up a 'data bank' if they switch providers.

This is especially important in South Africa, where switching DSL providers is as easy as changing the configuration on your home modem.

### Rolling in Data

*"If a customer takes the 50GB package and only uses 25GB per month, they will accumulate 250GBs of unused data to use after 10 months of data rollover."*

- Douglas Reed  
Group Managing Director

### About Vox Telecom

Vox Telecom provides fixed and mobile Internet services to businesses and consumers in South Africa. Since entering the market in 1998, Vox has established itself as an innovation leader by continually pushing the envelope with exciting new services.



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