

CUSTOMER SUCCESS STORY

Econet's Facebook Experiment Pays off



Facebook bundles that work. Designed for Econet, powered by Sandvine.

In October 2013, Econet Wireless Zimbabwe introduced fixed-price bundles that let subscribers enjoy unlimited Facebook use, purchased by the week or by the month.

Originally launched as an experimental pilot, these Facebook plans were so successful that they set the stage for similar bundles, including unlimited WhatsApp and unlimited Opera Mini.

Keep it Real-Time

With modern network speeds, accurately billing prepaid plans requires a real-time connection between the data usage measurement element and the charging system.

Econet trusts Sandvine, and with good reason: Sandvine has the most accurate billing in the industry.

Accelerating Growth

The collection of plans that started with the Facebook bundle let Econet dance circles around their competition.

These plans largely contributed to Econet's subsequent impressive 31% year-over-year subscriber growth and remarkable 61% year-over-year revenue growth.

Move Quickly to Stay Ahead

"Sandvine's technical accuracy and scalability gives us confidence that as our network and subscriber adoption continues to grow, so too will our service offerings."

- Leon de Fleuriot
CEO

About Econet Wireless Zimbabwe

Econet provides voice and data services to mobile users throughout Zimbabwe.

Since launching services in 1998, Econet has developed a well-earned reputation as a first-mover and innovator. In 2009, Econet became the first operator in Zimbabwe to launch 3G services; later, Econet launched Zimbabwe's first LTE network.



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