

Digital Telco Transformation

Creating 100% Digital Telco experiences

About Capgemini's Digital Operator Observatory

Capgemini's Digital Operator Observatory, created in partnership with Salesforce & Vlocity, aims to share innovative digital B2C telco initiatives happening around the world. Here we look at five selected case studies in how telcos are reinventing themselves to appeal to digital natives and savvy consumers.

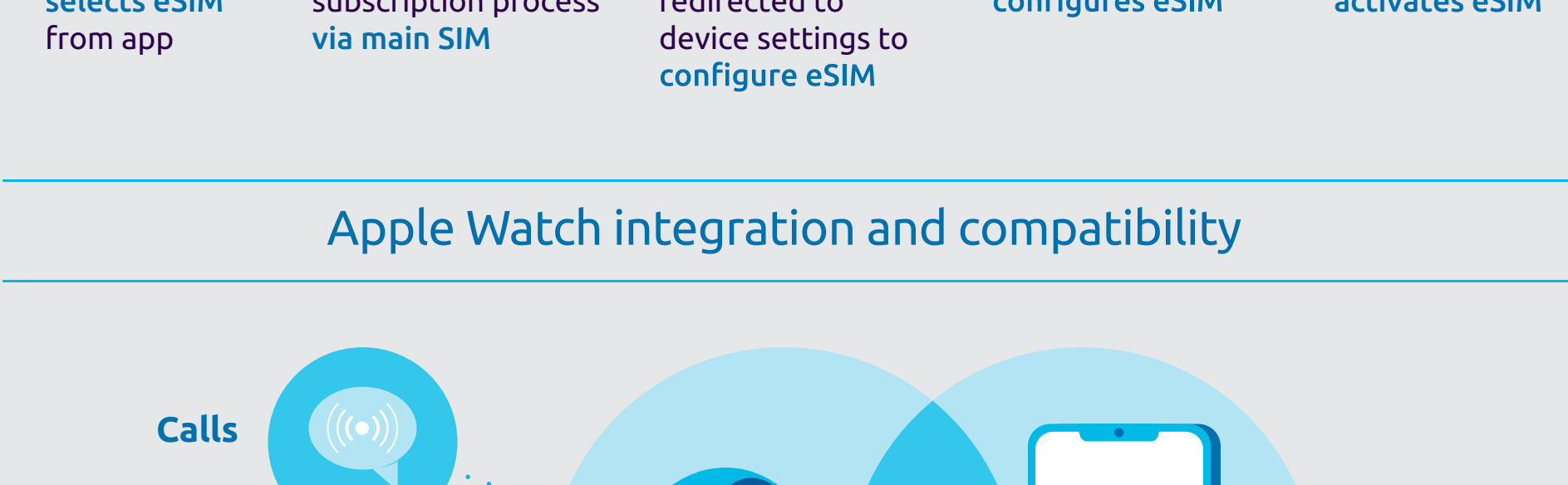


Innovative CX

Orange Flex Poland: Anytime, anywhere subscriptions ordering and activation

- Order and activate a virtual SIM from the Orange Flex app
- eSIM compatibility automatically detected during the first subscription
- eSIM feature proposed for main & secondary device

A fully digital customer journey with Orange Flex



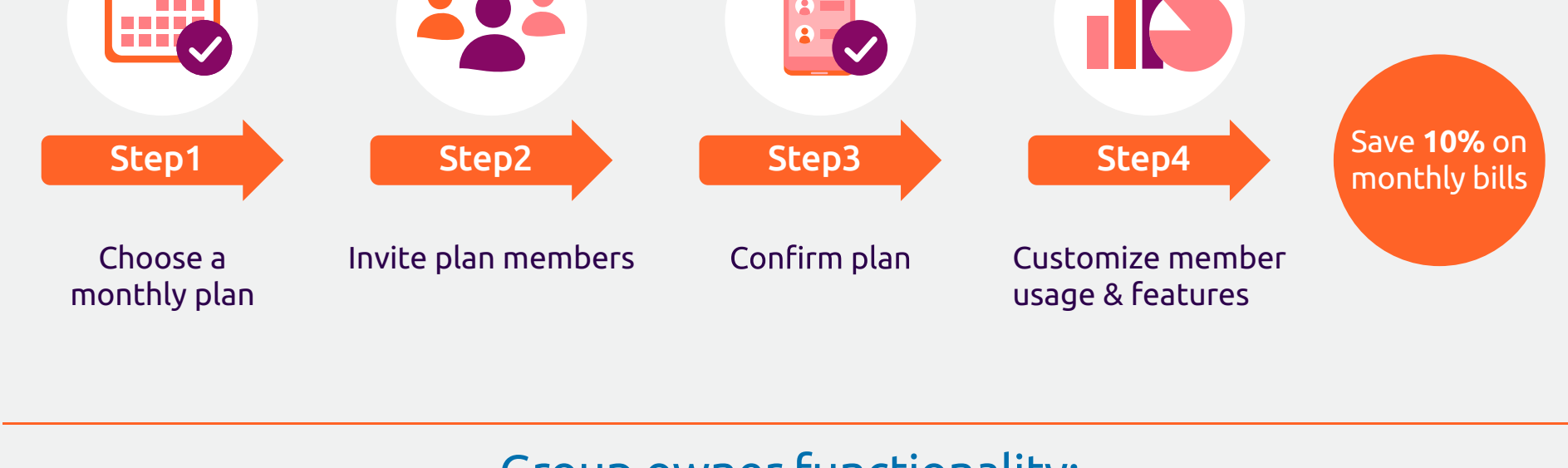
Apple Watch integration and compatibility



Flexible Offers

Smarty UK: Friends and family billing and pricing innovation

- Create a group plan with up to 8 friends and family members
- Save 10% on monthly bills
- Activate, manage and update group settings online and via app



Group owner functionality:



Personalization

Inwi Morocco: Complete flexibility in data and voice configuration

- Free, express SIM delivery and one-click in-app activation
- Flexible billing options, including month-to-month or half-off annual contracts
- 4G Internet service and 100% customizable national calling preferences



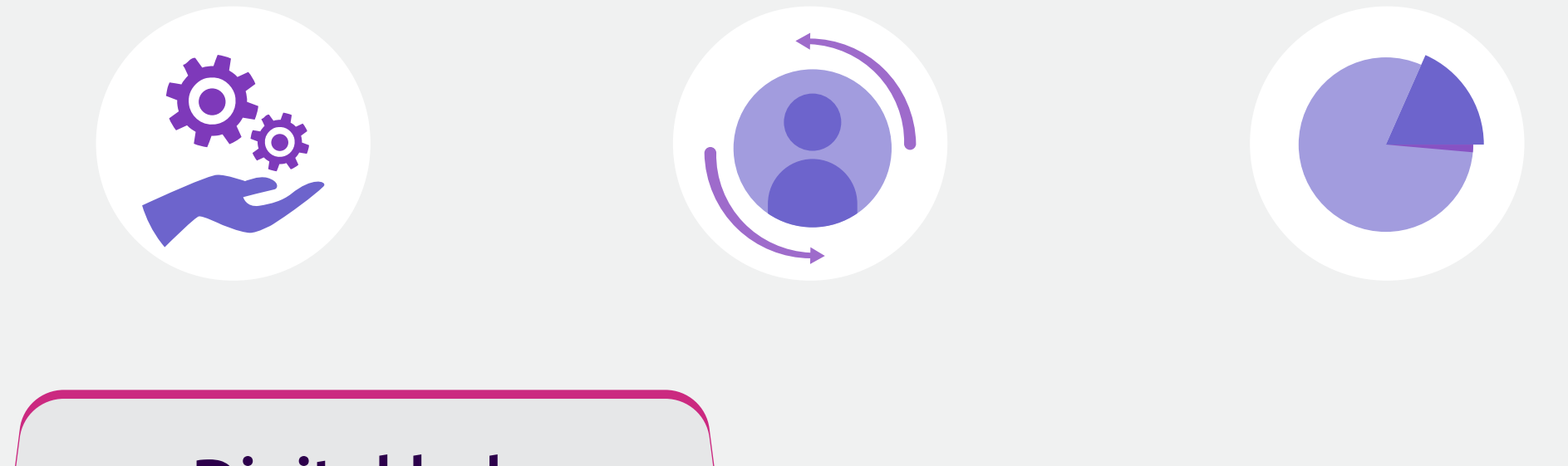
Africa's premier 100% digital telco offer, powered by:



Digital well-being

Telia Dot Finland: Digital well-being

- Built-in tools and functionality to support digital well-being
- Screen time alerts and guides to prompt mindful use of technology
- Opt-in, customizable group settings to limit use during meals or evening hours



Flexibility and customization from Finland's first 100% digital telco offer

- Manage all services, including device integration and invoicing, via the Telia Dot app
- Services adapt based on individual user needs and behaviors
- Pay only what you use; max cost €1/day



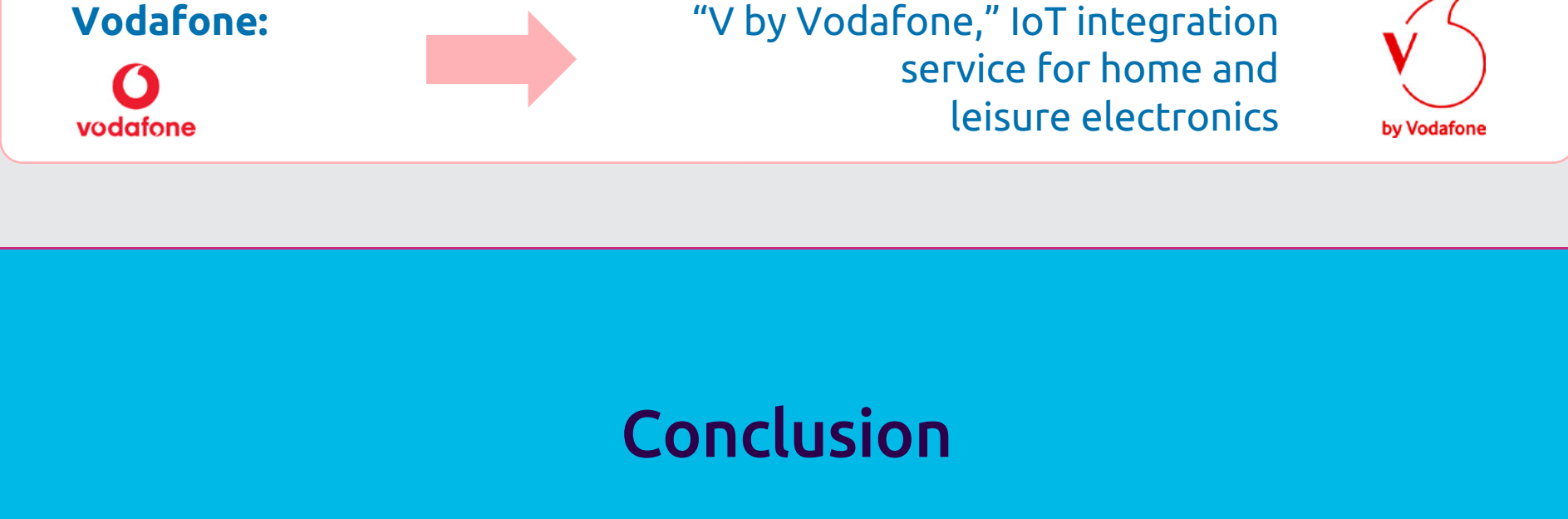
Digital hub

Reliance Jio India: Next generation digital platform

- New "superapp" inspired by WeChat
- App ecosystem for telco, entertainment, finance, health, news and more
- Prepaid & Postpaid mobile service



Creating the world's largest online-to-offline commerce platform



Orange Spain:	→	Orange Bank, a Spanish digital bank	
Telefonica Germany:	→	A mobile banking service in partnership with Fidor Bank	
Jawwy:	→	Jawwy OTT video service in April 2018 by STC	
Telefonica:	→	Movistar Play, a live and on-demand streaming service in Latin America	
Vodafone:	→	"V by Vodafone," IoT integration service for home and leisure electronics	

Conclusion

Helping our Telco clients create innovative solutions

In a world where inventiveness is a critical differentiator, Capgemini Invent offers a unique solution for digital operators, designed to improve our clients' ability to innovate. Our Telco experts help Telco Operators design market-facing products and services, and adopt new business models that support such initiatives.

Request the Capgemini Digital Operator Observatory

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To request a copy of the full Observatory report reach out to one of our experts:

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