giga!

Your giga, your style

Personalize your giga App with your style, name and usage alerts

Get it now

Login

giga! Singapore's First and Only Fully Digital Mobile Service

MATRIXX®
SOFTWARE

Background

Dizzying Pace of Change in the Singapore Market

Singapore telecom has seen a multitude of changes over these past few years. In 2016, the country had zero mobile virtual network operators (MVNOs). Today, there are over ten. In just three years, this nation of six million people became one of the world's most competitive mobile markets.

Like many other regions, millennials are an important, but challenging, demographic for telcos. Singapore is home to 1.2 million millennials, accounting for 22% of the population[1]. Steeped in a digital lifestyle, millennials require different selling models, tactics and services that mobile operators have relied upon in the past.

StarHub Eyes the Future

StarHub, one of the four major telcos in Singapore, is a leading homegrown brand that delivers world-class communications, entertainment and digital solutions. In 2000, the company launched innovative mobile services and experienced rapid growth. Today, it is the second-largest mobile operator in the market.

While StarHub certainly enjoyed a strong market position and reputation, the mobile industry was rapidly changing. To succeed in the long term, the company wanted to cut through the noise of an increasingly crowded market, and capture the hearts and wallets of Singapore's millennials by offering a service that caters to their needs.

That's when the company decided to launch a completely new brand, one that is 100% digital — giga!.

giga!

[1] Synthesio Social Media Intelligence Suite

GET YOUR GIGA ON!
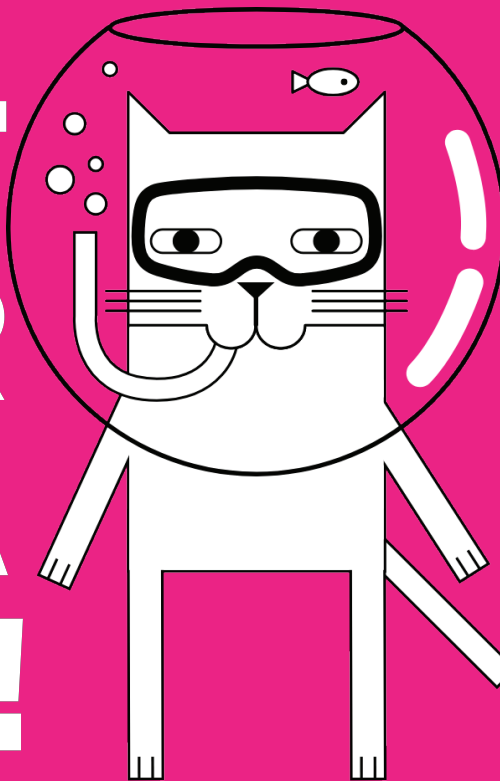
giga! Goals

StarHub set big goals for giga! that would test the very promise of the digital revolution. To succeed, the brand would need to:

Be independent of legacy technology. StarHub was clear that giga! customers needed maximum flexibility and independence to design their own pricing plans and to select from the broadest range of capabilities. This was non-negotiable, as the leadership team saw it as the best possible route to materially increase the company's footprint in the market.

Embrace continuous innovation. StarHub wanted a 100% digital stack that was nimble, scalable and agile in order to develop innovative products faster and better than the rest of the market.

Launch quickly with lean resources. Few companies have the resources to start and staff a completely new company from scratch, and StarHub was no exception. A small group of people would need to design, plan, launch and promote the new brand in a short timeframe.

Build an unparalleled customer-centric digital brand. StarHub wanted a bespoke end-to-end user experience for giga! that was validated with market-leading net promoter scores (NPS). In addition to offering maximum control and flexibility over their service plans, giga! would need to accommodate the millennial's preference for all things digital. This included the entire customer journey beginning with the initial sale as millennials aren't inclined to visit retail outlets.

Distinguish giga!, and by extension StarHub, with a number of notable "firsts." The race is on to serve the millennials. StarHub knew that a string of first-to-markets would capture consumer attention and set the bar for service in Singapore, beginning with a market-defining, app-based proposition and winning customers with a better, simpler, all-digital experience.

Set a template for future innovation. Although digital technology has already revolutionized the way people work and play, StarHub is well aware that the market is still in the beginning phases of the digital revolution. Innovation from here on out would come fast and furiously, and the company wanted to be ready. giga! was more than just a new brand; it would set a template for innovating quickly, dramatically.

Challenges and the Solution

Challenges: Infrastructure From Another Era, Another Customer

Customer-centricity was paramount for the new brand. giga!'s success, in large part, would depend on early adopters touting the user experience to their friends and on social media, especially when it came to offering new services requested by customers. Realistically, however, it would be no easy feat.

giga! needed a tech stack that was nimble, scalable and agile so that the brand could launch innovative products faster than the competition. Building an infrastructure from the ground up would be expensive, and even worse, time-consuming. What's more, it could lead to the constraints of legacy infrastructure that was designed for the needs of customers at a specific point in time, but lacking in the flexibility needed today. giga! needed to be future proof.

Finally, giga! would need to be designed, launched and marketed with a lean team: just four people!
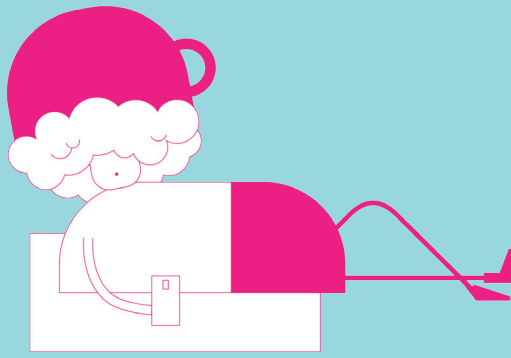
Solution

In September 2018, the giga! team began their collaboration with MATRIXX Software. By minimizing the connection to legacy infrastructure, simplifying the architecture and using an agile development methodology known as minimum viable product (MVP), MATRIXX enabled giga! to launch the new brand in record time.
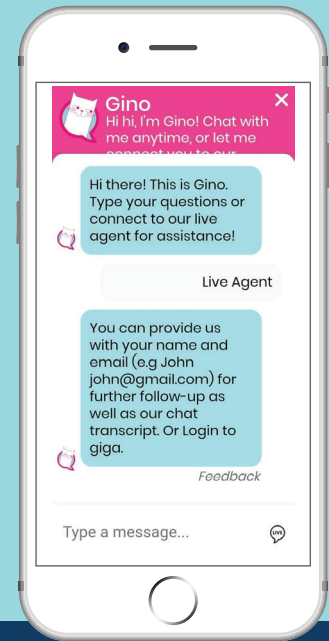
Specifically, MATRIXX offered:

- A unique 100% digital tech stack that is 100% product, meaning giga! can install and deploy MATRIXX quickly in order to meet its ambitious timeframe to launch.

- Configuration-based software, enabling the giga! team to deliver on all of its business requirements without customization. In other words, when customers asked for a new pricing plan, giga! could provide it quickly.

- API-based integration, which allows other network, IT and third-party components to be added quickly without heavy systems integration.

- Out-of-the-box use cases so that giga! could quickly select the building blocks for a differentiated proposition.

MATRIXX

Digital Commerce Platform

| Digital Grade | Click Not Code | API-First Design | Speed to Market |

NO CONTRACTS, NO FRILLS, JUST CHILL

Launching at the Speed of Digital

Six Months From Contract to Rollout

With a signed contract with MATRIXX in December 2018, the brand launched Singapore's first fully digital mobile service by the following May, providing consumers with a better, simpler, more intuitive mobile experience. The process literally only took six months. giga! was unlike any other service in the market, and offers:

Complete freedom. No-contract plans that provide generous amounts of data, talk time and SMS messaging to meet the needs of millennials and heavy data users — all at an attractive price.

Lifestyle packs. Packs of services, all of which are fully configurable so that customers can buy as little or as much as they need.

Digitized payments. Millennial-friendly payment flow (e.g., no re-routing a page as payment sits within the context of the checkout page, secure payment options with fraud detection capabilities)

for customers to buy and pay for services quickly and easily.

Digital ID verification. Real-time ID verification with fraud detection capability — the first telco in Singapore to launch digital verification.

Seamless and Consistent Journeys

As noteworthy as the above features are, they weren't enough for the giga! team. They were hyper-focused on a seamless journey, one that provides consumers with a better, simpler, more intuitive mobile experience across products, features, payment modes, delivery tracking, digital engagement and customer service. No detail was too small; the team considered every interaction, every command, every flow.

To create a bespoke end-to-end journey, the giga! team began engaging customers via workshops and user research tests prior to the mass-market reveal, incorporating their feedback and tweaking the product as they got closer to

launch. These activities continue to be an integral part of the brand and strategy development process. Groups of super users, called giga! Huddles, still serve as an advisory board on services and experiences.

The giga! app also allows customers to track usage in real-time and set personalized alerts, nicknames and avatars — another industry first in Singapore.

Omnichannel Support

A lot of millennials don't like visiting a store or calling a customer care department. To meet their customer care needs, giga! developed a fully digital customer care platform. For instance, its AI-powered chatbot named Gino can serve customers in their preferred channel, whether that's Facebook Messenger, WhatsApp, the giga! app or the web.

MATRIXX provided giga! with a flexible and robust online real-time monetization solution that helped the company to launch quickly, while providing the end-to-end user experience core to their mission.

2018

December 2018
Project Team Formed

2019

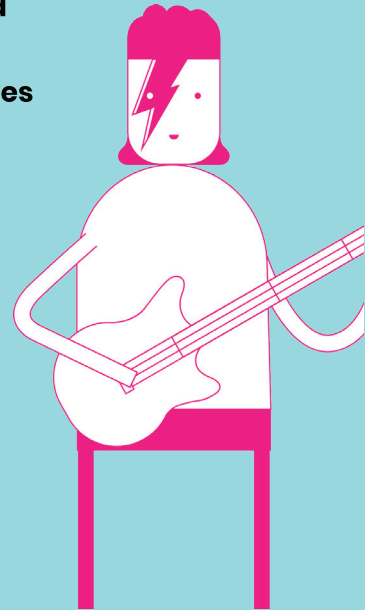**January 2019**
Project Kick-Off

Mid-May 2019
Public Beta Launch

Late-May 2019
Full Commercial Launch

ROCK 'N' ROLLOVER DATA

Rollover your unused data into the next month. Only giga gives your data a second chance.

giga! Firsts Powered by MATRIXX

Rapid launch. First and foremost, the giga! team met and exceeded the ambitious timeline StarHub set for the brand. It took the team of four under six months to plan, design and rollout Singapore's only fully digital mobile service.

Seamless digital onboarding. A notable market first, giga! supports a full, in-app digital ID verification system.

Rock 'n' rollover data. First mobile brand in Singapore to allow customers to hold onto their data. giga!'s contract-free 25GB plan at $25 comes with 1000 minutes,

1000 SMSes, free data rollover (a unique feature only offered by giga!), free caller number display, and free incoming calls and SMS messages. Today giga! has three plans, all of which are no-contract, come bundled with free local minutes and SMS, offer free caller ID, free incoming calls and SMS, no hidden fees, no excess charges or registration charges, and no deposits for foreigners. In other words, customers pay only for what they need.

Multi-channel digital self-care. giga! offers digital customer support, including chatbot and messaging-support.

Real-time usage visibility. First in Singapore to offer customers truly on-demand visibility into usage and payments. Real-time usage monitoring with alert triggers.

Door-to-door delivery. SIM delivery within 24 hours, with progress trackable in-app. Ecommerce platform allows customers to purchase boosters and packs.

Digital ID verification technology. First in Singapore to launch real-time ID verification with fraud detection capability.

MATRIXX provided giga! with a flexible and robust online real-time monetization solution that helped the company to launch quickly, while providing the end-to-end user experience core to their mission.

MATRIXX SOFTWARE

MATRIXX Software provides next-generation, cloud native digital commerce solutions that transform how companies do business. Serving many of the world's largest communications companies, IoT players and emerging digital service providers, MATRIXX is committed to delivering a modern commerce platform that easily scales to support global marketplaces and consumption-based services. Through its relentless commitment to product excellence and customer success, MATRIXX empowers businesses to reinvent themselves and succeed as digital leaders.

Find out more: matrixx.com