

From Vision to Reality: Orange Flex's Digital Transformation

Contributing to Poland's Digital-First Revolution

Orange Poland launched the Flex brand to redefine the mobile experience in Poland, delivering a fully digital, app-based service that puts flexibility, transparency and customer control at the forefront. Since its launch, Flex has achieved rapid adoption, high customer satisfaction and industry-leading app ratings, setting a new standard for digital telecom. To achieve this, Orange Poland needed a next-generation technology foundation. Their Digital Operator Platform (DOP), powered by MATRXXX at its heart, enables Flex to deliver instant, interactive experiences and real-time monetization at scale.

Customers value no long-term contracts, attractive pricing, eSIM, GB transfer simplicity, travel and eco-friendly features. Flex's NPS scores are consistently above 60, far above traditional prepaid and postpaid offerings.

60+

Flex NPS Score



Overcoming Legacy Barriers

In 2019, Orange Poland's leadership recognized that legacy systems and traditional prepaid/postpaid models would not meet changing customer expectations. Facing intense competition and price pressure, they set out to rejuvenate their brand and attract younger, tech-savvy users. The goal: launch a product that was easy to use, transparent, and addresses customer pain points. They needed to immediately address the biggest issues, like postpaid customers being locked in with long-term contracts and cumbersome prepaid customer top-up processes. To deliver the convenience and control customers expect from modern digital experiences, it was critical to overcome limited go-to-market flexibility and simplify complex billing and invoice layouts.

Building a Digital Operations Platform and Team

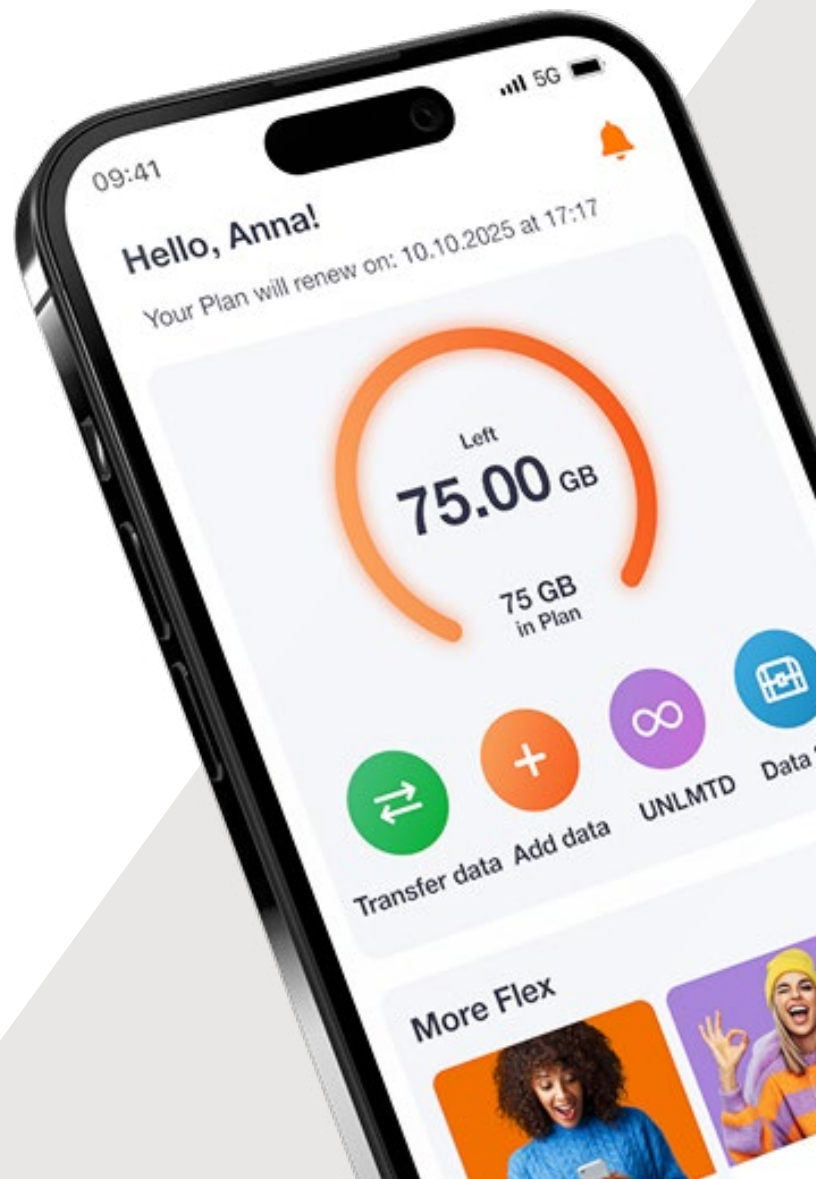
To meet these challenges, Orange Poland built its Digital Operator Platform (DOP), a new digital stack plugged directly into the network, using MATRIXX. Orange Poland describes MATRIXX as more than a rating engine, more than an OCS, more than an accounting system. MATRIXX is "the nuclear reactor that powers DOP," a unified high-performance platform for real-time authorization and charging and comprehensive monetization supporting usage and non-usage charges and flexible billing models across network types and payment models.

Every Flex customer interaction, from activation, plan changes, add-ons, payments and charge inquiries, is handled instantly by DOP, with MATRIXX delivering complete, accurate and up-to-the-moment views of all activity, charges and balances. MATRIXX's architecture, centralized monetization engine, and click-not-code approach to configuration greatly simplifies Orange's operations and enables a previously unheard of degree of independence and control of their own destiny.

"MATRIXX is the nuclear reactor at the core of our Digital Operator Platform. It's not just a billing engine; it's the heart and soul of DOP, powering every customer interaction in real-time. With MATRIXX, we can deliver instant, interactive experiences that set us apart in the market."

Bertrand Grèzes-Besset

Chief Information Officer, Orange Poland





4.7

**Out of 5.0
App store rating**

The Orange Flex DOP has achieved something that other telcos aspire to: a closely intertwined team across the business and IT, ensuring that they can experiment, innovate and respond quickly to market changes. The team has delivered an enviable track record of applying MATRXXX agile capabilities into business benefits, continually delivering new offers and capturing the attention of the rest of the Orange organization.

The Flex team operates in SAFe agile methodology, with new features or enhancements released even on a weekly basis, depending on current business needs or product roadmap. It enables rapid reaction to market changes at lower cost, continuous integration and deployment (CI/CD) without development pauses, and a steadily increasing feature scope that satisfies business needs.

Flex Sets New Benchmarks in Customer Experience

Flex was launched in 2019 with a unique hybrid subscription model combining the best of postpaid and prepaid. Customers sign up and activate themselves in minutes through an app that supports eSIM, instant activation, flexible plan management and loyalty rewards, all enabled by MATRXXX. The digital-first architecture that powers the Flex customer experience includes online identity checks, the option to manage family groups, and the ability to transfer data and credits to family and friends.

Building on Flex's success with DOP, Orange extended it to support another of their brands, nju. nju has a broad portfolio of services and DOP provides a fully integrated digital experience for a convergent offering including mobile services, fiber-optic broadband internet to the home (FTTH). nju digital customers complete the ordering and purchase process in a dedicated app, including verifying their identity and choosing one of the modern payment methods.

nju's mobile and, uniquely in the market, FTTH services are prepaid subscriptions, allowing customers to pay in advance and cancel at any time with ease. nju provides an optimized FTTH service with automatic billing of services upon first use, after a technician's visit to the premises and completion of installation.



Orange Flex's strategy to optimize customer experiences powered the brand's growth, generated significant business from customer referrals and earned them a 4.7/5.0 app store rating in its first year (a rating that has been maintained to this day). Their agile development cycles have allowed them to continue to rapidly iterate and deliver features that resonate with their customers.

Best Practices for Seamless Experiences

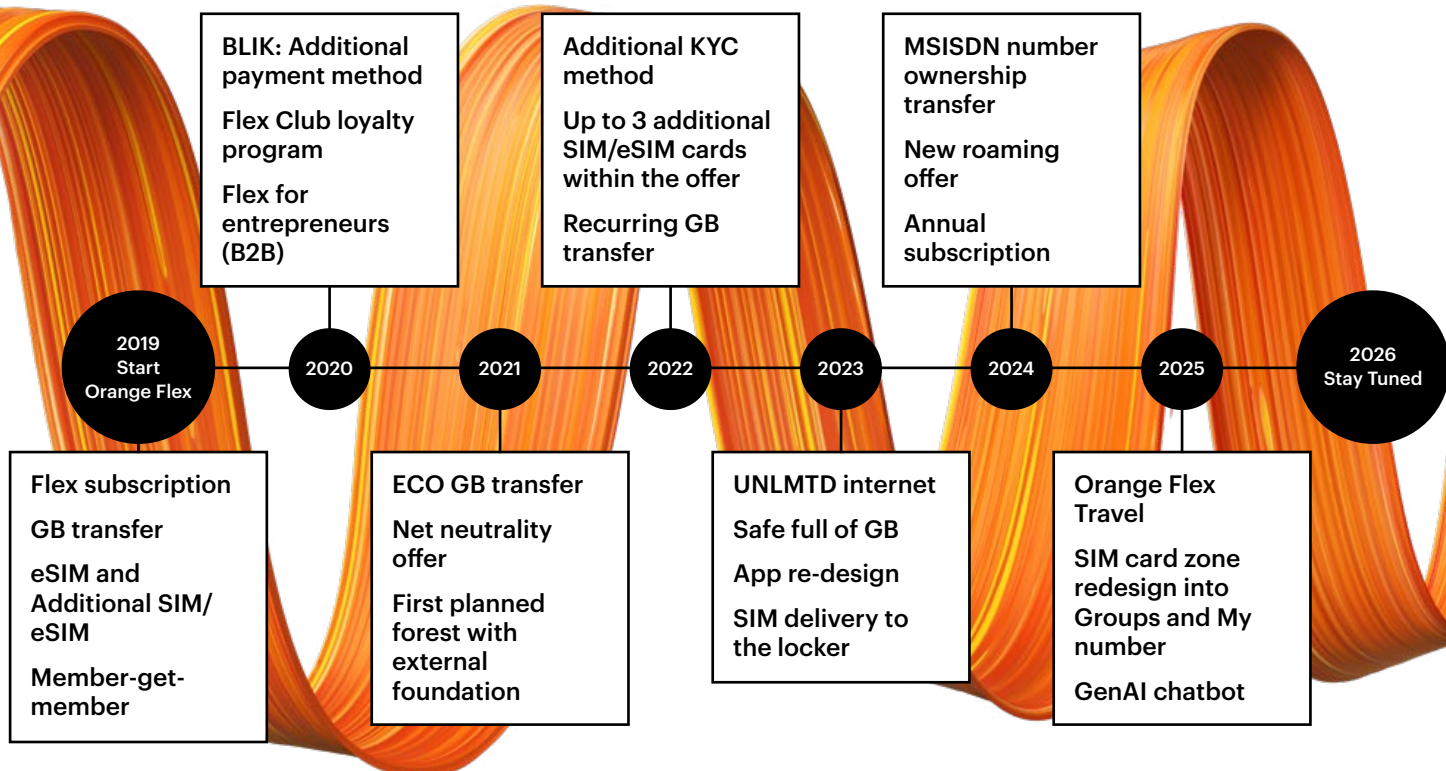
After collaborating with and learning from the MATRIXX team during the initial deployment phase, the Flex team operates independently and controls their own destiny. Key benefits they have achieved include:

- **Shorter time to market:** new and complex features reach customers faster
- **Iterative delivery:** allows for ongoing analysis, specification and ideation, ensuring each release is aligned with evolving business goals
- **Cross-functional collaboration:** product owners, managers, architects, UI/UX designers and deployment teams work together to configure and launch new capabilities

This agile, business-driven IT cycle is a cornerstone of Flex's ability to innovate and respond to customer needs. It serves as a role model for the operation of other teams within the organization.



Innovation in Motion: A Selection of Orange Features



Innovation Producing Loyalty and Community

Flex offers a rich set of digital-first features, highly valued by customers who have provided feedback that they value the eradication of long-term contracts, attractive pricing, GB transfer and eco-friendly features. Many cite Flex's transparency, flexibility and digital convenience as key reasons for switching. Key features include:

- **All-digital onboarding and activation:** customers appreciate the seamless, app-based signup and eSIM support, with activation in under five minutes
- **Flexible plan management:** users love having full control: upgrading or downgrading plans, buying extra data, and managing payment methods and recurring charges
- **GB transfer between users:** Flex users built a strong community—sharing data with family and friends and forming social groups to help each other when they run out
- **"Data Safe" unused data rollover:** customers appreciate rolling over unused data for six months, reducing waste and boosting satisfaction
- **Multi-SIM with the same number:** Flex users enjoy linking multiple devices including Apple Watches to one number, a unique benefit in Poland
- **Flex Club loyalty program:** partner discounts and extra GBs are top draws, with customers citing promos and rewards as key reasons for choosing Flex
- **Carbon-neutral initiatives:** eco-friendly SIM packages and digital-only processes resonate with environmentally conscious users
- **Flex Travel:** standalone eSIM roaming packages are a market-first in Poland, valued by visitors for their simplicity and instant activation

“Our goal with Orange Flex was to develop a product as intuitive and seamless as the well-known leading digital players/ platforms like Google, Netflix, Amazon and Spotify. Thanks to MATRIXX, we can offer real-time activation, immediate plan adjustments, and innovative features such as GB transfer and multi-SIM, which had not yet been available on the Polish market. We are proud to be able to transform the telecom landscape in Poland.”

Maciej Żulewski

Head of Product, Orange Flex

Deliver Customer Wins

Since launch, Orange Flex has built a broad customer base with high app ratings, strong referrals, and praise for flexibility and transparency. As the brand matured, its demographics shifted: most customers are under 44, iOS penetration is 52% vs. 28% market average, and 20% of subscribers are concentrated in Warsaw.

Customers value no long-term contracts, attractive pricing, eSIM, GB transfer and eco-friendly features. Orange Poland's NPS scores for Flex and nju are constantly above the 60s, far above legacy prepaid and postpaid offerings.

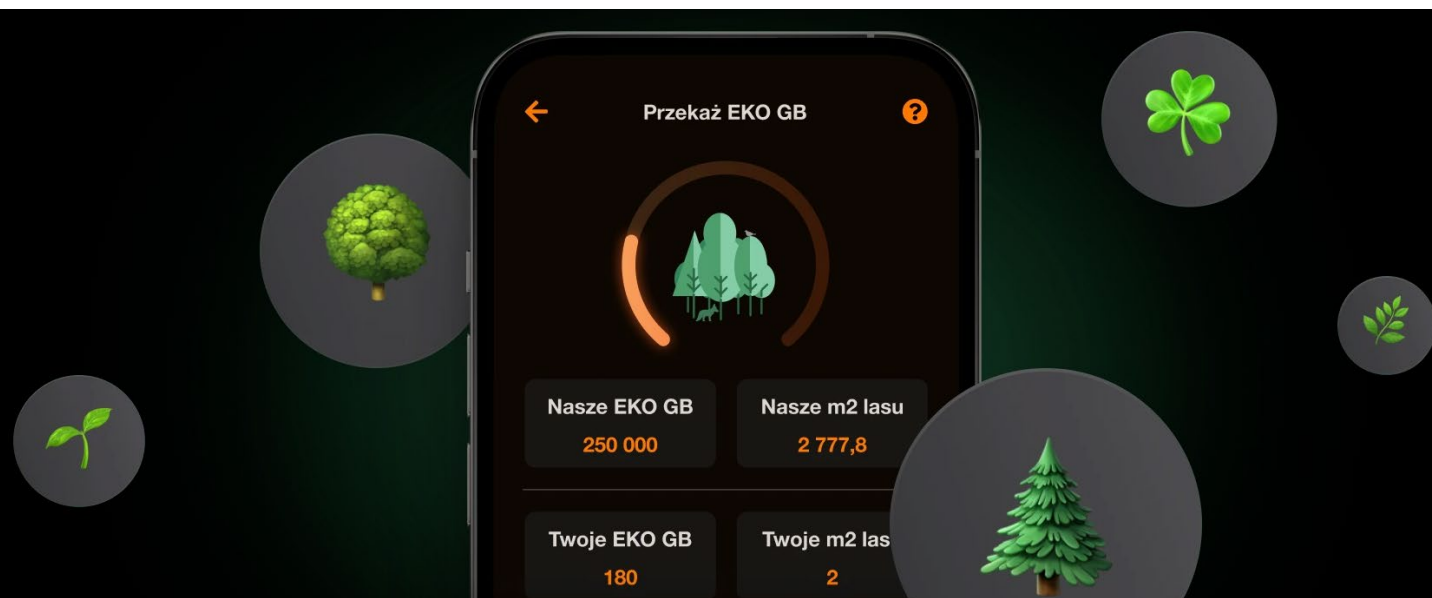
Flex Drives Orange's Digital Evolution

Flex has been a catalyst for Orange Poland's digital transformation and brand rejuvenation. The success of Flex has paved the way for the expansion of DOP capabilities to other brands, with ongoing innovation in annual subscriptions (inspired by over-the-top content models), continuous feature enhancements and green initiatives.

With the Flex team's success with DOP, Orange Poland has a path of migrating main brand customers to deliver the same enhanced experiences, expand their cloud native capabilities and accelerate their launch of new digital services. The DOP team's self-sufficiency and MATRIXX's real-time platform position Orange Poland to lead the market in digital commerce and customer experience.

MATRIXX and Orange Poland: Creating the Benchmark for Digital Experiences

Orange Poland's partnership with MATRIXX has transformed its digital operations, delivering a new standard for customer experience and operational agility. As the “nuclear reactor” powering DOP, MATRIXX enables Orange Poland to lead the market in real-time digital commerce, setting a benchmark for innovation, flexibility and customer-centricity in telecom.





Learn More About How **MATRIXX** Can Help You Innovate

Transform your commercial models, upgrade your customer experience and streamline your revenue operations today.

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About **MATRIXX** Software

MATRIXX Software delivers a dynamic billing, monetization and charging solution proven at scale. Global service providers like Telefónica, IoT providers like Tata Communications and network-as-a-service providers like DISH rely on MATRIXX to overcome the limitations of existing billing applications. MATRIXX provides a unified platform that transforms and simplifies billing operations across consumer, enterprise and wholesale businesses. With MATRIXX, operators can rapidly configure, deploy and monetize personalized offerings, enabling commercial innovation and real-time customer experiences that drive revenue and growth.

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