Orange Romania Controls Their Own Destiny with MATRIXX Software

Setting a New Standard in Romania's Mobile Market

In the crowded and competitive mobile market of Romania, Orange identified a burgeoning opportunity among a young, digitally-savvy and cost-conscious demographic. With competitors eyeing similar segments, Orange aimed to pioneer this space in Romania. In March 2020, they launched the country's first all-digital mobile brand, YOXO, offering a straightforward, affordable and fully digital mobile experience. YOXO was unique in allowing customers to manage their mobile services entirely through an app, from signing up and activating SIMs to changing subscriptions and managing payments.

Rising to the Challenge

Orange Romania faced the dual challenge of managing costs while supporting the business in fostering innovative offers to attract and retain customers. Their mission was to enable Orange to launch a new brand, YOXO, supported by a digital IT stack that would allow for rapid deployment of differentiated, contract-free subscription services without having to spend money to change their legacy IT billing environment.

A Look Inside YOXO's Digital Revolution

The YOXO IT solution architecture was designed to be agile, incorporating a new, multi-disciplinary team formed by Billing Development lead Damian (Dan) Dumitru, head of billing and convergent services IT; CRM Development led by Catalin Iorganda

(head of CRM); and Digital Development led by Robert Mircea. The team designed a digital experience leveraging MATRIXX Software for its monetization engine and a new and dedicated home-grown mobile app to introduce new digital subscriptions to the Romanian market. Confident in the team's IT skills and extensive billing knowledge, Dan opted to implement the MATRIXX monetization engine without the costs of a third-party systems integrator and to create a path toward his team's self-sufficiency to operate and develop the new stack after the market launch.
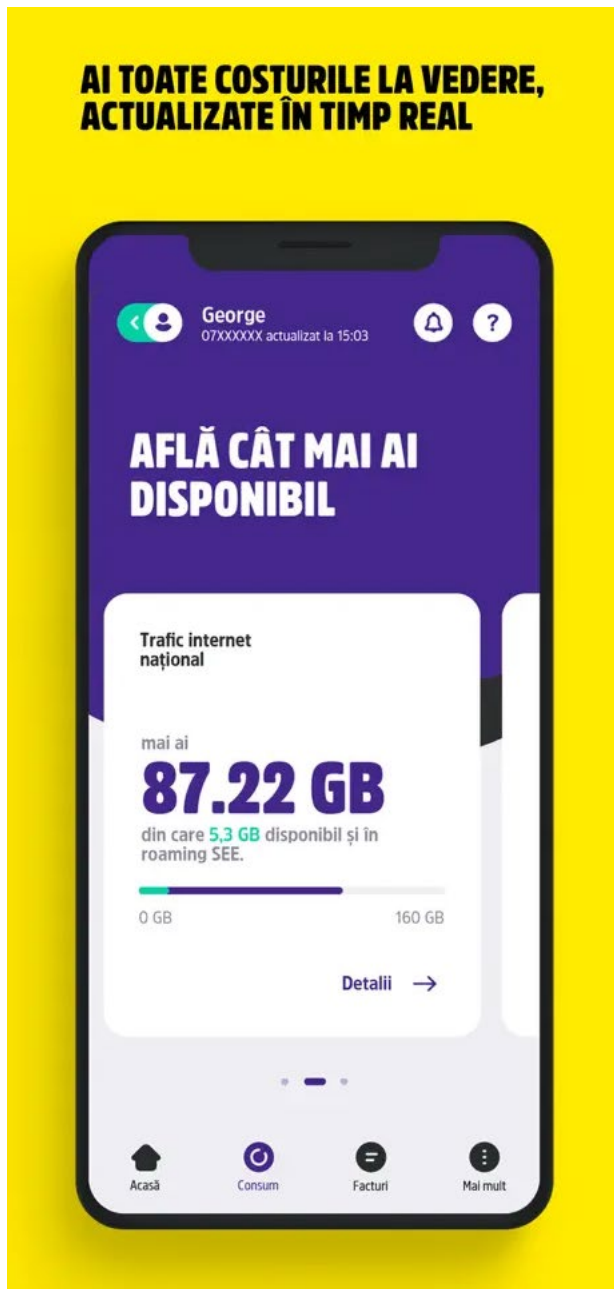
The YOXO architecture included critical elements like integrating MATRIXX with their existing CRM and invoicing systems, connecting the OCS/CCS to the network and providing real-time interactions with the newly developed mobile app where subscribers can view and manage their accounts, services and charges in real-time. The MATRIXX solution needed to deliver cost-effective scalability to take YOXO from launch through an extended period of high growth. And finally, all elements of the new digital stack, from app to monetization to the network, need to deliver maximum flexibility to rapidly adapt to the changing market trends and customer feedback characteristic of the target segment of engaged, digitally-savvy consumers.

Changing the App Game

Having researched the needs and behaviors of the young, cost-conscious and digitally-savvy consumer market, Orange Romania created an app-centric experience in YOXO. They formed a dedicated, agile development team including a marketing product owner, a scrum master, a UX designer and front-and back-end developers to tackle the task at hand. The result is a simple, inexpensive and easy to understand all-digital mobile experience.

Customers sign up, order, and activate SIMs, change subscriptions month to month, manage payments and access support entirely from within the app, integrated into the MATRIXX monetization environment to provide customers full transparency and complete control of their subscriptions, usage and spending. To facilitate spreading the word about the YOXO digital experience, they support in-app porting of mobile numbers from other networks as well as referral programs where subscribers invite friends to sign up for a free month's trial, earning them bonuses for free service or extra data allocations.

The Journey Towards Self-Sufficiency

At the very start of the project, the IT Billing Development and Operations teams, led by MATRIXX Solution Architect Valentin Ciocoiu, embarked on a comprehensive training program with MATRIXX. They mastered subjects including:

- **Operations** – Day-to-day running of the MATRIXX platform, including monitoring and triage

- **Installation** – How to deploy MATRIXX into various environments including development, test, pre-production and production

- **Integration** – Ensuring that MATRIXX talks to the other systems in the CSP ecosystem

- **Pricing** – How to configure product offers, including grants, charges and discounts

As they set out to install development environments and design and configure price plans, they secured forty days of consulting support from the MATRIXX Professional Services team. Through this arrangement, the YOXO team had access to a monetization architect, pricing specialists, and experts in DIAMETER configuration and network integration. With their own technical and domain expertise, and with this concentrated support from MATRIXX, they deployed and configured multiple virtual environments, validated end-to-end integration seamlessly and prepared to launch in near-record time.

How MATRIXX Empowered YOXO

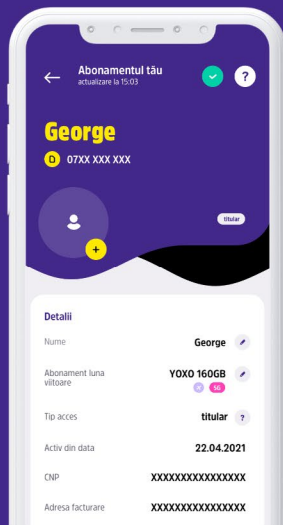The deployment of MATRIXX Software has empowered Orange Romania with several key advantages:

- **No-Code Configuration** – MATRIXX's platform offers no-code configuration, enabling the team to easily adapt features for specific offer requirements

- **API-First Approach** – This approach has facilitated both legacy and new system integration, including Orange's existing CRM and the new digital app, ensuring a seamless user experience across their life cycle

- **Scalability** – MATRIXX's solution scales with Orange Romania's growth, keeping pace with the rapid expansion of the YOXO customer base; YOXO can be confident that they won't outgrow the system which often happens with solutions built specifically for Tier II and III brands

- **Real-Time Engine** – Provides transparency and control to subscribers, allowing them to manage their accounts and services in real-time

Add extra options of net, national or roaming minutes and SMS whenever you need.

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George
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titular

Detalii

Nume	George
Abonament luna viitoare	YOXO 160GB
Tip acces	titular
Activ din data	22.04.2021
CNP	XXXXXXXXXXXXXXXX
Adresa facturare	XXXXXXXXXXXXXXX

MAKE CHANGES WHENEVER YOU WANT

INTERNET

Data packages can be changed every month. If you only want to use the internet in the offer, insert the **YOXO subscription** SIM directly into your tablet or modem.

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The Romanian Mobile Experience: Elevated

Since its launch, YOXO has become a critical component of Orange Romania's portfolio, significantly enhancing the digital experience for customers. Within the first six months, YOXO saw remarkable achievements, including a recommendation rate of nine out of ten by customers, a threefold sales growth compared to non-digital channels, and an NPS 66% higher than the industry average.

In 2023, YOXO reported a 60% growth in its customer base compared to the previous year, with a 100% increase in new customers in the fourth quarter alone.

Several years after launch, the YOXO development and operations teams continue to deliver with great efficiency. They are responsible for planning, testing and performing upgrades to the MATRIXX monetization environment on their own, demonstrating their ongoing independence and self-sufficiency.

"I don't know of many billing ops teams," said Adrian Chirita, Orange Romania's Billing Ops Manager, **"who perform their own billing platform upgrades without relying on their vendor. But we upgrade our MATRIXX platform every year, trusting our knowledge, skills and the published release notes."**

The YOXO team are in control of their own destiny, using their expertise and the flexibility of the MATRIXX platform to deliver new product and pricing development cycles in days and weeks, significantly reduced from the legacy month- and year-long cycles.

"I was confident in our team's competency," said Damian Dumitru, Head of Billing and Convergent Services, **"because our team had the optimal combination of telecoms billing knowledge and IT development skills. And I believe that the telecom's billing knowledge is more important than the IT development skills, making the click-not-code and configurable approach of the MATRIXX platform ideal for our team's use."**

The YOXO set the bar high for telecoms monetization teams seeking to deliver IT transformation to enable business innovation. They have successfully enabled enhanced, interactive consumer experiences that will become ever more critical in times of increased competition and accelerated change. And finally, they planned for, committed to and achieved vendor independence to take full control of their own destiny.

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About MATRIXX Software

MATRIXX Software delivers a modern converged charging and digital monetization solution proven at scale. Global operators like Telefónica and Telstra, IoT providers like Tata Communications and network-as-a-service (NaaS) providers like DISH rely on the platform to overcome the limitations of traditional Business Support Systems (BSS). With MATRIXX, service providers can rapidly configure, deploy and monetize personalized, innovative offerings. Its cloud native platform delivers accurate, real-time information that improves customer engagement. MATRIXX enables commercial innovation and real-time customer experiences that drive revenue and growth opportunities across multiple markets.