

Success Story: **i-new** x **skinny**

Skinny by Spark **in New Zealand**



i-new
Unified Mobile Solutions

Mobile and fixed line provider with dedicated platform for its B-Brand and additional MVNOS

Key facts

Skinny is the no-frills brand of Spark, a leading mobile and fixed line provider in New Zealand. The B-brand targets young users with a portfolio for the value seeking target.

Spark starts hosting the BSS/OSS of Skinny on a separate platform instead of legacy BSS/OSS, enabling the operator to support other MVNOS.

The integration has allowed Skinny to deliver an unbeatable customer experience as well as new product features. This has yielded a successful path for the B-brand with customer service being awarded with the Canstar Blue Award for Most Satisfied Customers and a market NPS rising above +40 for the last 3 years.

Skinny, the B-Brand of Spark



Spark NZ is one of the largest telecommunications companies in New Zealand, a mature and competitive mobile market with a nationwide full-fibre wholesale broadband network. Servicing mobile, broadband, online sports streaming products among other services, the Spark brand has positioned itself in the market with roughly 45% of market share.

Skinny, the sub-brand of Spark NZ, flanks the master brand offering a low-cost alternative for mobile & broadband. The B-Brand targets young users with a portfolio for the value seeking target and holds roughly 7% of the market and together both brands hold the largest telco share. By owning a second brand, Spark aimed at innovating and reaching new segments, whilst protecting the master brand's identity. The strategy looks to maximise market coverage, in which no potential customers are being ignored, but also minimise brand overlap so brands are not competing for customer approval.

In 2019 Skinny's aspiration reset to grow into a mass market no-frills telco brand with a value seeking segment target. Originally a 'cartoon-style' sub-brand targeting Spark's weakness in youth and Auckland in mobile prepaid. The offering was a low-cost option to market.

i-new's BSS/OSS Plat- form Solutions

Working with the i-new BSS/ OSS Platform

A platform to ensure an exceptional customer experience

From credit top ups, to sharing data and promoting devices, our seamless platform provides operators with a full range of unique integrated features and services to generate incremental revenue, while delivering a truly digital experience for their customers. Learn more here about what our platform can do for your business.

Seeking to optimize resources and develop tailored solutions specific to the target market, Spark decides to join efforts with i-new to host the BSS/OSS for Skinny on a separate platform instead of legacy BSS/OSS. The successful project allowed the brand to deploy rapidly additional service features, minimising the need for backwards compatibility. Additionally, it provided flexibility and scalability, as the platform and its capabilities evolved to accommodate for the rapidly growing customer base of the mobile operator.

By relying on i-new's BSS/OSS platform services, Spark has been enabled to open the platform to other two MVNOs to grow its wholesale portfolio and revenue streams. The MVNO started as Tier 2 fixed line broadband providers and they are now complementing their fixed broadband and electricity offering with a mobile play, which results in improved customer stickiness and ability to capture the "whole of home" revenue stream.

The end-to-end integrated solution has allowed Skinny to deliver both exceptional value to customers, and outstanding levels of customer service. The simplicity and reliability of the solution, as well as its enablement of self-service has allowed Skinny to excel at customer service despite significantly lower cost-to-serve than industry benchmarks. The operator has been enabled to offer a full spectrum of additional features and benefits:

- Prepaid billing provides customers with flexibility and simplicity of customer experience, while minimising debt risks. Automatic renewals, top-ups and subscription billing ensure stability of the revenue stream for the provider.
- Time-based product constructs (i.e. "Data Binge") deliver significant value-add revenue stream by allowing customers to get on-demand unlimited internet boost.
- Integrated CRM provides a simple comprehensive customer view that allows Skinny Care team to deliver market leading interaction NPS scores.
- Differentiated tariffs enable Skinny to deliver an unbeatable customer experience and propositions designed specifically for certain customer types, increasing uptake and growing customer ARPU.

"The i-new product allows us to be extremely agile and the first to market which is a huge advantage in such a competitive environment. It also allows us to build great solutions that our customers ask us for."

Brand Management at Skinny

Review

Skinny value and customer service have yielded a market NPS of the brand consistently sitting at above +40 for the last 3 years. Moreover, Skinny and its service have been repeatedly recognized by New Zealand's leading customer satisfaction research agencies. It has won the Canstar Blue Award for Most Satisfied Customers in the Mobile Prepaid category in the last 6 years in a row, being the only provider to earn a Five Star rating. It is also accredited as "Consumer Trusted" by Consumer NZ and has been voted as "People's Choice" for the last 4 years in a row.

Interested in a cooperation or
partnership with us?

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