



Case Study

Electronic recharge project in Algeria

Ooredoo Algeria is the fastest growing mobile network operator in the country with over 11 million subscribers. Ooredoo Algeria began operations in 2004 and has quickly expanded subscriber numbers to become the second-largest operator in the country.

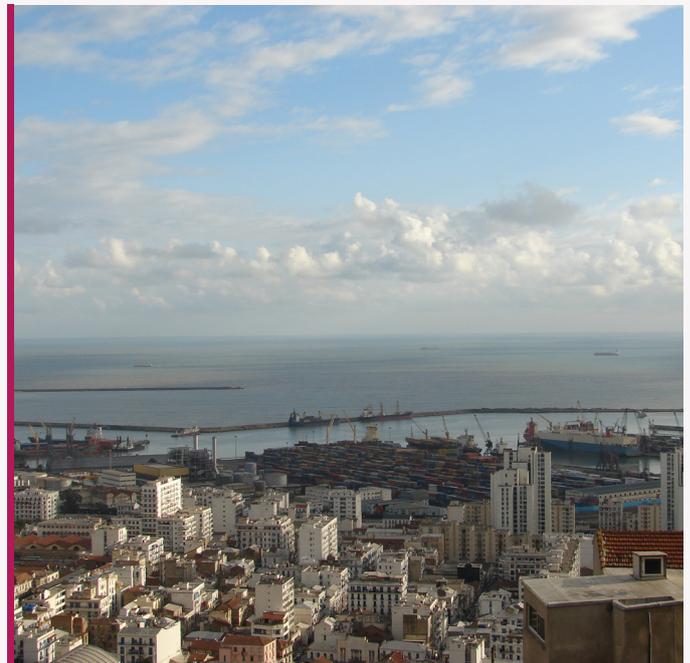
eServGlobal has worked with Ooredoo Algeria for more than 10 years. The operator chose eServGlobal to provide a reliable method for top-up which could unify different recharge types and be enriched with new services as the demands of the subscriber base evolve.

The Algerian mobile market is highly dominated by prepaid users, making a robust recharge platform indispensable for MNOs.

eServGlobal's PayMobile platform enables Ooredoo to offer both physical vouchers, which can be purchased through the operator's network of agents, and electronic recharge which includes electronic voucher on demand and the ability for the user to top-up through a web portal.

The solution enables the North African operator to handle any type of recharge service. PayMobile offers a fully featured prepaid account recharge solution. Allowing operators to centralize their recharge needs for both their electronic and physical scratch card, from a single point, regardless of the network of distribution mode.

Operators can also offer direct recharge through their retailer network, enabling a reduction in distribution costs. Several programs can be offered in parallel to address different market segments.



Ooredoo Algeria chose eServGlobal to supply a robust recharge platform capable of handling high transaction volumes while unifying various types of recharge.

PayMobile is a reliable platform, capable of processing high volumes of transactions. At Ooredoo Algeria, PayMobile transactions have consistently increased, now exceeding more than 3,000,000 average recharges per day on both voucher and electronic channels.

eServGlobal's solution addresses the operator's distribution network which has grown to exceed 80,000 retailers.

The agent network plays a major role in the adoption and success of mobile money service. eServGlobal's solution enables the operator to actively and efficiently track its distribution network and ensure over 90% of its retailers are active. PayMobile is a complete solution to manage every aspect of a distribution and sales network.

eServGlobal's technology was chosen for this project as Ooredoo required a recharge management system which could unify various types of recharge for their prepaid services while simultaneously preparing new kinds of solution for the future.

The flexibility and adaptability of eServGlobal solutions have enabled an innovative service for online payment with the launch of eStorm by Ooredoo.

Through the eStorm service, Ooredoo customers can now access a web portal which allows online payment of their post-paid phone bills or top-up of their prepaid account.

In addition to online payment, eStorm Ooredoo – through partnership with a bank - responds to the evolution of their clients' needs by providing a solution to enable air-time top up directly from any ATM, through any standard credit or debit card.

With the support of eServGlobal, Ooredoo is the first operator in Algeria to launch recharges either online or through ATMs and this innovative approach paves the way to further forward-thinking solutions in the future.

The PayMobile platform is an end-to-end solution providing operators with the ability to grow their recharge services and deploy new features as their subscriber base matures.

Objectives:

- A single recharge platform
- Unify all types of prepaid recharge
- Comprehensive agent management
- Introduction of online payment
- Improve customer satisfaction