



## TV Network: Mobile Communication Platform

### About the Organization

A direct-broadcast satellite provider serving the Middle East and North Africa (MENA). The client offers popular entertainment content such as movies, sporting events and various TV shows from major networks and studios such as Warner Bros., Paramount, HBO, Fox, Disney, Sony, MGM, Universal, ESPN and DreamWorks in addition to local versions specifically for the MENA region.

### Challenges Faced

With a customer base spread across the MENA region, there was a need to maintain consistency in authentication process. Similar channel was required for communicating new innovative services to the customers and accordingly inform various departments about customer activities on their OTT apps. Transaction confirmations, account related alerts, and similar time critical communications needed to be delivered instantly to avoid any revenue loss and enhance operational efficiency.

### Solution Deployed

Route Mobile deployed its enterprise messaging platform for all internal and external communication between Sales, Finance, Operations, and customers. The platform connects five applications used by the client and all messages are split between regular/promotional messages and time critical notifications to ensure load balancing and rapid delivery of all messages.

- 1. Sales, Finance, and Operations application:** The three departments use this application to monitor sales, client payments, systems uptime/downtime, and monitoring and analytics world.
- 2. OTT Platform apps:** The client provides content to its customers through two OTT apps, one chargeable and one free of cost. To sign up, customers need registration confirmations and OTPs which are transmitted through Route Mobile systems.
- 3. Finance Team Application:** Used exclusively by the finance team, this application is used to send payment reminders and collection status updates.
- 4. Sales Team Application:** Used exclusively by the sales team to inform customers about latest movies, promotional offers, and events.

### Impact of Solution

- ▶ The entire platform is centrally managed and each department has the option to use the most convenient interface (SMPP, Web, HTTP, etc.). As the client's stakeholders are located across the region, the ability to communicate instantly with each of them has facilitated enhanced relationship management.
- ▶ Operational response time is expedited and streamlined using this system. Any downtime or issues are instantly communicated with the relevant staff without the need for costlier phone calls and resources to manage the process.
- ▶ Revenue enhancement – with instant delivery of OTPs for specific orders (movies, special events) and other transactional information enables the network to ensure every order is processed and paid for.