

# SERVICE PROVIDERS STATUS AND FOCUS



*By*  
*TCC TEAM*

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# OUTLINE

**Background About Tonga**

**Service Provider Status**

**Service Provider Focus**

**Customers Status**

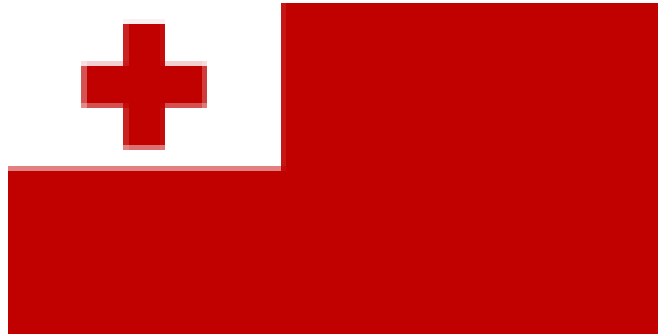
**Customers Focus**

**Challenges for Service Providers**

**TCC Evolution**



**Tongan Flag**



**Coat of Arms**



<b>POPULATION</b>	<b>103,036</b>
<b>LAND AREA</b>	<b>748 sq kms</b>
<b>GDP (PPP / Per Capita)</b>	<b>\$763 million / \$7,344</b>
<b>GDP (Nominal / Per Capita)</b>	<b>\$439 million / \$4,220</b>
<b>Exchange Rate (Typical)</b>	<b>US\$1 = \$2.17 (Tongan Pa'anga)</b>
<b>Time Zone</b>	<b>UTC+13</b>

## ONLY TWO TELECOM SERVICE PROVIDERS

<b>Tonga Communications Corporation (TCC)</b>	<b>Digicel Tonga</b>
GSM Mobile Services	GSM Mobile Services
Internet Service Provider (ISP)	Internet Service Provider (ISP)
Fixed Line Services	Television Services





# Service Provider Status

## TCC Services

### GSM mobile

1. Prepaid and Postpaid **EDGE, 3G and LTE**
2. Value Added Services and Promotions
3. International Roaming, Voice and Data
4. Sell Smart Handsets, Tablets, Dongles

### Internet Services

1. Fiber To The Cabinet
2. ADSL 2+ (up to 24Mbps download)
3. Wimax + Dongles
4. Fiber Optic and Copper Internet Leased lines

### Fixed Line Services

1. Fiber To The Cabinet
2. POTs Post Paid and Prepaid
3. ISDN
4. PABX services
5. Fiber Optic and Copper Point to Point Leased lines
6. Universal Service Obligation



# Service Provider Status

## TCC Focus

### Investments

1. Invest where returns are
2. Improve/Upgrade Network Performance, Capacity, Capability
3. Optimize Return On Investments (ROI)
4. Universal Service Obligation

### Operaton

1. Maximize Revenue Generation
2. Minimize Operation Expenses
3. Optimize Profitability

### Customer Relation

1. Improving Customer Relationship
2. Improving Customer Experience

## Customer Demands

### GSM mobile

1. Mobility and Coverage Everywhere Regardless
2. Cheapest and best services with Highest Quality in terms of ;
  1. Promotions
  2. Roaming
  3. Handsets, Tablets, Dongles
3. Best Network Performance Experience, (i.e no call drops, no congestions, dial only once and go through)

### Internet Services

1. Highest Speed with least rate
2. Cheapest Excess charge or better if no Excess charge at all
3. Internet to be available everywhere
4. New connections to be completed within 24hrs after completing the application form
5. Customer service to arrive at their door step immediately after they call
6. They like being treated as VIPs every time



## Customers Focus/Expectations

### Charges

1. Free services
2. Cheapest

### Promotions

1. Variations
2. Affordability
3. Best Value for money

### Customer Service

1. Excellent customer service every time
2. Quickest Response time to their demands

### Network Performance

1. Experience
2. Accessible from Anywhere
3. Highest Quality
4. Fastest Speed

## Customer Focus vs TCC Focus

Customer Focus	TCC Focus
<ol style="list-style-type: none"> <li>1. Free services</li> <li>2. Cheapest</li> <li>3. Affordability</li> <li>4. Best Value for money</li> </ol>	<ol style="list-style-type: none"> <li>1. Maximize Revenue Generation</li> <li>2. Minimize Operation Expenses</li> <li>3. Optimize Profitability</li> </ol>
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## Closing the Gaps

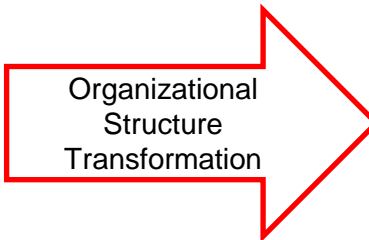
Customer Focus
<ol style="list-style-type: none"> <li>Free services</li> <li>Cheapest</li> <li>Affordability</li> <li>Best Value for money</li> </ol>
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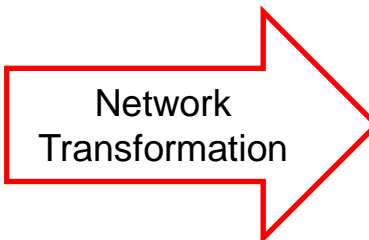
TCC Focus
<ol style="list-style-type: none"> <li>Maximize Revenue Generation</li> <li>Minimize Operation Expenses</li> <li>Optimize Profitability</li> </ol>
<ol style="list-style-type: none"> <li>Improving Customer Relationship</li> <li>Improving Customer Experience</li> </ol>
<ol style="list-style-type: none"> <li>Invest where returns are</li> <li>Improve/Upgrade Network Performance, Capacity, Capability</li> <li>Optimize Return On Investments (ROI)</li> </ol>

	2001
<b>PSTN Switches</b>	7
<b>Mobile BTS</b>	5
<b>Mobile Services</b>	Prepaid GSM 2G + SMS Fixed Cellular
<b>Internet Services</b>	Dial Up Copper leased lines
<b>Fixed Line services</b>	POTs

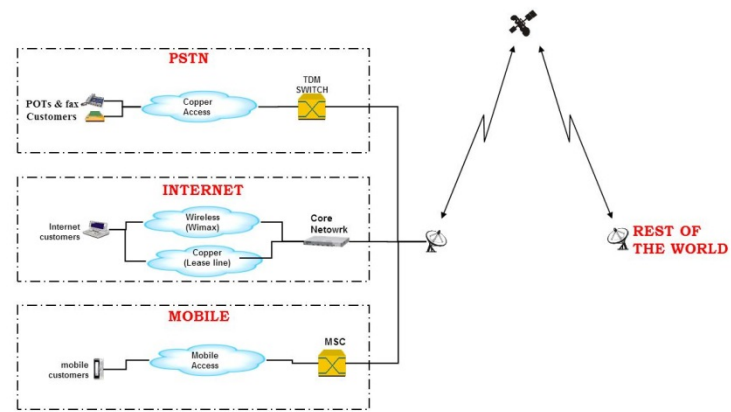
## LONG TERM STRATEGIES



	2015
<b>MSANs</b>	More than 24
<b>Mobile NodeBs</b>	More than 34
<b>Mobile Services</b>	Prepaid + Postpaid EDGE, 3G, LTE SMS + MMS Smart Handsets + Tablets + Dongles
<b>Internet Services</b>	ADSL 2+, Wimax Copper + Fiber leased lines
<b>Fixed Line services</b>	POTs, ISDN, VoIP capable

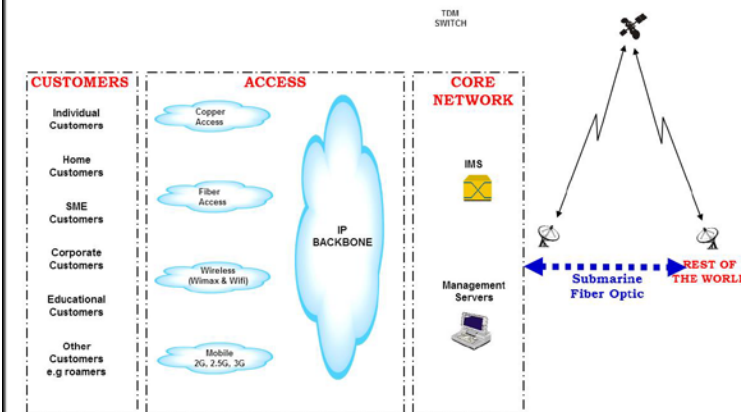


**TCC Network 2001**



DESIGNED BY : VIVEK DIXIT  
 REF : Strategic Plan Gap  
 UPDATE : 17-06-2015  
 Created by : Sameer Talwar

**TCC Network 2015**



DESIGNED BY : VIVEK DIXIT  
 REF : Strategic Plan Gap  
 UPDATE : 17-06-2015  
 Created by : Sameer Talwar

**MALO 'AUPITO**

**THANK YOU**