Zain Onenetwork Experience
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Contents

- Overview and Concepts,
- Zain Onenetwork features and benefits,
- Zain won the telecom Awards of an innovative borderless “Service Winner 2007”
- 
The intent was to deploy the borderless service as Celtel Group (Zain Africa) enables customers to use their SIMs freely between countries in 2004,

The initial was based on:
- Preferential Celtel to Celtel Calling/ SMS,
- Borderless network,
- Enhanced GPRS service.

OneNetwork’ was potentially available to 500 million people and 16 Zain Africa and the ME operating countries, serving some 45 million customers.
Roaming activated only after paying a high deposit,

Roaming only available to postpaid customers while the majority of prepaid customers cannot use their mobile phones in countries they visit,

High fees charged for local calls, CBH and Incoming calls while visiting other countries,

In the rare cases that prepaid roaming is offered, only recharge cards from home can be used to recharge.
The World is becoming a global market place,

People do not want to be out of touch when they travel,

Communication is extremely important for cross border business, trade, and security,

Zain’s customers deserve the most innovative, convenient, affordable, and friendly services,
Zain - Marketing Objectives

- As a part of the brand promise; it conveyed a strong functional base for Zain ongoing enhancement process – **Leadership** in delivering products relevant to customers,

- Delivered on **brand** promises - Enhance life experiences of consumers and communities

- **Differentiates** Zain from its competitors by taking advantage of its large footprint across Africa & ME in a very real and functional way,
New Telecoms Service of the Year” recognizes One Network, the world’s first borderless mobile network

With world first borderless network, while roaming customers were able to enjoy the following:

1. Receive calls for free,
2. Make calls at local rates,
3. Recharge with local recharge cards,
4. Access home network services (Voice mail, credit transfer and Customer care)
Customer Experience

**Affordability**
- Outgoing Calls were charged at local rates,
- All Incoming calls were free of charge

**Convenience**
- To use their mobile phone the same way as it done in the home country,
- Accessing familiar short codes (i.e. CS & VM),
- Unified CS units across countries

**Simplicity**
- Service was available to Zain customer (both Prepaid and Post Paid) without need for additional subscription, changing tariff, paying service deposit

**User-friendliness**
- Arrived Onenetwork OpCos, turns on phone & automatically registered to the visited Onenetwork
- Welcome SMS, Good bye and welcome back Massages
Europe copied Zain Onenetwork and generalized it among the EU countries,

**European Union roaming regulations** in 2007 started to develop the imposition of roaming charges which have steadily lowered the maximum roaming charges allowable,

latest to abolish end-user roaming charges in the EU that proposed to take an effect June – 2017,
Recommendations

- Redesign the Onenetwork to overcome some challenges,
- To consider widening the Concept to become Group – to – Group,
- To revisit the cost elements in order to reduce the total cost that allow lower prices,
THANK YOU
Open Discussion

name:
- Misuse of SIM cards exchange between countries,

- Local recharge settlement issues since it wasn’t apart of normal roaming FCH processes,

- Exchange rate issues,

- Taxation on scratch cards,

- Regulation, that forced companies to implement MTC charges,