

# MVNO Project "smobil" with Schlecker

**For the prepaid offer "smobil" Devoteam as IT partner has developed the Customer Care System, set it up and taken over the operation as On-Demand Service for maximum business flexibility and cash-flow.**

"smobil" is sold by allMobility Deutschland GmbH in cooperation with the drugstore chain Schlecker. Customers throughout Germany can now buy prepaid cards for their mobile phone and have them re-charged, in addition to cosmetics and wellness products in more than 10,000 Schlecker stores. The drugstore chain is represented right through-out the country, in particular also in country regions and thus offers the ideal Point of Sale (POS) for allMobility Deutschland. The offer is presented very prominently in the area of the checkout points on a sales rack specially developed for smobil.

allMobility as the MVNO takes on the role of a dealer: The company buys minute capacities from an established mobile phone carrier – in the case of smobil it is D2 Vodafone – and achieves acceptable purchasing prices due to the large quantities purchased. Thus allMobility has the opportunity to build their products, such as classic prepaid cards, ringtones, games, content packages and many more on this with flexibility and creativity. allMobility takes care of the after sales and service for smobil customers.

The Schlecker drugstore, as trading partner, provides the sales area – there is also a prominent placement on the Schlecker web site where several million online shoppers are registered by now. The enormous coverage, due to the large number of outlets, as well as online presence unburdens the marketing budget of the Düsseldorf start-up company. They don't need expensive TV spots to reach their target group. One must also not underestimate the image gain for allMobility. The attractive mobile phone offer supports the Schlecker slogan of modern and famed prices.



## We decided in favour of Devoteam after a thorough market research.

"The people in Weiterstadt were able to present a contextually good offer within a brief period and so beat their competition. In addition, the high quality of the Devoteam staff was a very convincing factor. The consultants know the MVNO business very well and offer a modular service and software concept, which allows quick implementation of individual business solutions."



*Thomas Kommerell,  
IT director, allMobility*

## Cross-Selling for customer committment

But not only the earnings possibilities are lucrative for the POS operator: for example, the own range and specials can be combined with the sale of the prepaid offer, like an attractive combination offer with a Motorola V220, two smobil starter packs and a travel voucher. You can commit customers with this offer, because every time a customer wants to recharge his prepaid card, he browses through the shop and may also buy a few drugstore items.

A scalable, stable and flexible IT infrastructure is necessary so that this business model of the future can be supported adequately to gain maximum benefit for both, smobil and their customers.

# Development and operation of a customer care system for prepaid offer "smobil"

This is where Devoteam comes onto the scene: With Devoteam's On-Demand IT back office service for customer care, which is adapted to the allMobility needs, all smobil customer data are recorded and held available, as well as all orders represented. Where required, the Devoteam solution can also offer the customer, e.g. individual listing of their phone calls. The solution provides various functions for the smobil Call Centre agents, such as for example, the activation, disabling or exchange of SIM cards.

## Go Live in record time

The project didn't even take three months to "go live". In that time, the Devoteam specialists developed an operational, customer-specific solution on the basis of pre-manufactured software components, which covers all of the allMobility business processes, as well as the tasks of the Call-Centre agents.

An access to Devoteam's IT service was set up for the Call-Centre agents, who are provided by another external partner, so that there is continuous access to current customer information. And, the interfaces to the network operator and Schlecker were realized and implemented during that short time.

Devoteam operates the smobil service as an On-Demand IT service in its computer centre in Weiterstadt and is responsible for order processing and billing data with the network operator, as well as the reporting and correct processing of the Schlecker sales data.

The fast and simple switch-free of new customers is something really special. Here, Devoteam in collaboration with a service provider for payment transactions, has realized a switch-free procedure designed by allMobility, which allows customers to make phone calls directly after buying the mobile phone card.

## For your MVNO Implementation experienced Partners are in demand

For the realization of an innovative model you will need experienced partners who are able to develop and implement these sophisticated models. Devoteam has the know-how that is required for: Our more than 25 years expertise in Telecommunications is qualifying Devoteam as a competent partner for the in-depth realization of your (M)VNO model.

Besides the implementation of the project "smobil", Devoteam as the first German Service Provider could already demonstrate its competence in the successfully processed project "tchibophone".

## About Devoteam

Devoteam is an award winning EMEA leader in Connecting Business & Technology, specializing in information system infrastructures and telecommunications. Headquartered in France with 5,000 employees in 25 countries across EMEA, it achieved a 2010 turnover of €0.5 billion. Combining consulting and technology solutions enables Devoteam to provide its customers with independent advice and effective solutions that meet their strategic objectives. Our Consulting services range from idea and high level business advice through choice of technology solutions to organisational IT centric transformation implementations and change in large & complex IT projects. Our Solutions teams have the skills, experience and methodologies to deliver large and complex IT implementations across a range of technologies. Our Expertise of IT specialists are available for hire on-demand, accessible through a consulting service, providing our clients with highly specialised subject matter experts both locally and across EMEA.