Proximus

Proximus blankets Belgium with WiFi in record time and offers great connectivity experience to its customers

Case Study

Introduction

Formerly known as Belgacom, Proximus is the largest telecommunication operator in Belgium, with up to 1,8 million fixed line subscribers (45% of market share) and 5,7 million mobile subscribers.

Proximus bet on WiFi pursuing a set of ambitious goals:

- Increase its market share and the loyalty of its customer base
- Differentiate from competitors through an innovative and unmatched service portfolio. Short time to market and fast network deployment was key for this goal.

- Be able to meet the connectivity requirements of up to 8 million foreign visitors per year
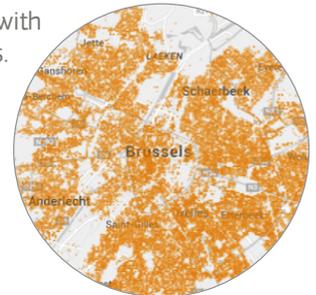

Business Case

Proximus delivered a much differentiated connectivity strategy approaching two distinct user segments:

Targeting the Customer Base

Proximus broadband customers were delivered a free connectivity App that allowed them to seamlessly connect to WiFi outside the home as they were out and about. In return they had to share a bit of their broadband access.
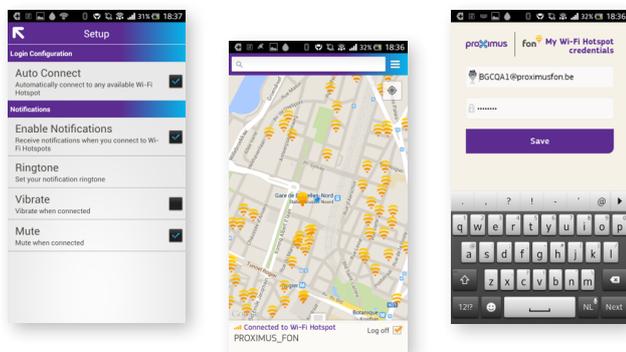
Great connectivity experience was achieved by building a dense hotspot coverage network. Proximus activated WiFi service instantly in routers making it available for subscribers. "Share&Connect" became the default setting and as the majority found it valuable, it resulted in the fastest WiFi deployment to date:

Almost 300.000 hotspots were deployed instantly, getting to 600.000 in the first 3 months; After 6 months 50% of Proximus' home routers had been turned into WiFi hotspots, reaching a total of 1.2 million hotspots.

Lead generation for broadband services

Targeting occasional users was also a great strategy to generate additional revenues, and to turn them into new subscribers.

An aggressive marketing campaign invites users to connect for free next time, if they join Proximus broadband customer base.

Key achievements

- High acceptance of WiFi Service amongst customer base: **97%**
- **1,2 million** hotspots deployed in 6 months
- Data cost savings derived from offloading strategies for convergent customers
- **Tens of thousands** of daily passes sold per month
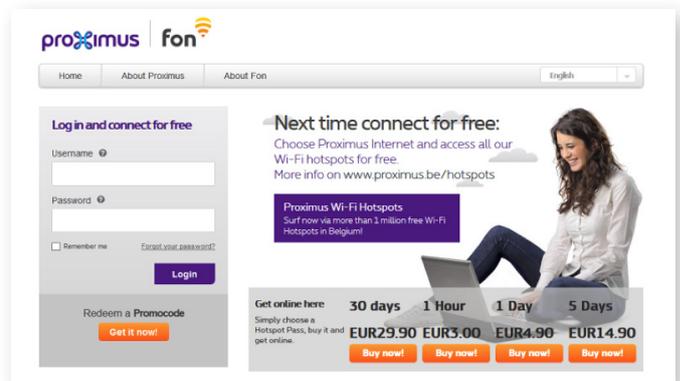- Over **4GB** average monthly data consumed per user

Why Fon

- Fon's pre integrated solution allowed a fast deployment and minimal time to market
- Unparalleled support and supplier management during all project execution
- Fon's powerful a scalable platform is capable of delivering service to millions of customers