

# COSMOTE customers enjoy free and unlimited WiFi Internet access across Greece

## Introduction

COSMOTE provides broadband Internet access to 1.5 million subscribers as well as mobile services to another 7.4 million. COSMOTE is the commercial brand for OTE Group, the largest telecommunications provider in Greece and, together with its subsidiaries, one of the leading telecommunications group in Southeastern Europe.

A recent internal market research, combined with the desire to change how the company was perceived by the public, drove COSMOTE to deploy a WiFi network with Fon's WiFi Solutions, pursuing the following goals:

- Avoid huge investments in 3G/4G by complementing the network with WiFi access, to match connectivity requirements forecast <a 20-fold increase in traffic expected in the next 5 years>
- Offer a full fixed/mobile convergent experience
- Gain market share
- Brand recognition as modern, dynamic and innovative

## The Project

COSMOTE's customers that chose to sign-up for the service, were delivered a free connectivity App that allows them to seamlessly connect to WiFi outside the home and enjoy unlimited connectivity when they are out and about. In return they had to share a bit of their broadband capacity to other users.

To attain the most media impact and turn the service into a great success, COSMOTE built an aggressive marketing campaign.

Sustained on the cultural Greek nature where every major issue is accompanied by the birth of spontaneous movements, COSMOTE gave them one: A rebel secret movement fighting for the right of free WiFi, the WiFiPendance day, 27/11/2014.

## Achievements of promotional campaign

- ✓ 266% Increase in demand of My WiFi service
- ✓ 160% Increase in service usage
- ✓ 1.646% in application downloads
- ✓ 70% more positive towards OTE
- ✓ 60% competitor's clients are considering changing to OTE



## Why Fon

Fon has the experience to deliver service to a large number of customers while meeting the higher standards of service providers. Through Fon's WiFi Service Management Platform (WSMP), COSMOTE benefited from:

- Reduced time to market
- Lower integration costs
- Flexible business models
- Integrated user experience



## Cosmote MyWiFi

- 22% of customer base signed up to the service
- Incremental +19 NPS score
- 80% of users think COSMOTE is modern, dynamic and innovative due to the WiFi service
- 2 out of 3 users claim the reason to stay with COSMOTE is WiFi service

