

Oi leverages its WiFi network as a lead generation tool

Introduction

Oi, a convergent service pioneer in Brazil, offers mobile and landline telephony, broadband internet access, pay TV, and the country's largest WiFi network. Present nationwide, Oi has the largest network penetration even in the most remote regions of Brazil, with 67.8 million revenue generating units (RGUs): 44.1 million mobile, 16.1 million residential, and 7 million in the SME/corporate segment.

Back in 2012, Oi decided to differentiate with WiFi and partnered with Fon to do so. The objectives were to:

- Become the first company in Latin America to offer a ubiquitous WiFi network, strengthening its presence in the data market.
- Reinforce its strategy of expanding mobile Internet coverage to cater to increasing data demands.
- Improve user experience.

The project

Oi began by incorporating Fontech's technology into its residential CPEs. Doing so allowed Oi to provide unlimited WiFi access across Brazil to broadband customers who, in return, only had to share a bit of their home access.

Oi was able to deploy the hotspot network quickly because of two main factors: First, CPEs were configured to the share setting by default. Second, although Oi already had a wide range of residential CPE models in place, Fontech's vendor-agnostic technology allowed for fast integration.

In the first few weeks of August 2016, there were more than 50,000 new daily connections to the Oi-Fon network, and the number of foreign users increased by 400%.

Following this success, Oi also opened up its WiFi service non-subscribers who were offered a service that was very similar to that of Oi customers but with advertisements. To use the service, all non-subscribers had to do was download the Oi WiFi app.

By all accounts, this was a marketing success. Oi obtained a new source of revenue through advertisers, and more importantly, leveraged this functionality as a lead generation tool. Non-subscribers were now staying with Oi, and Oi was able to gain valuable non-subscriber information that could be leveraged in future marketing campaigns.



Key achievements

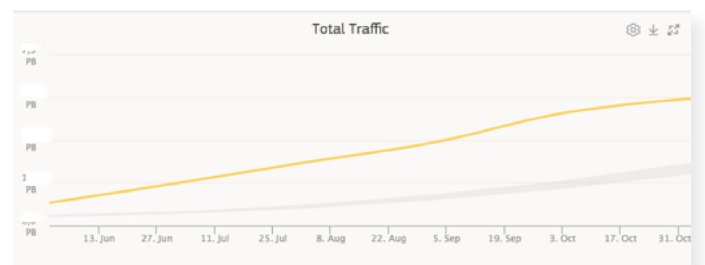
- ✓ Over 2 million hotspots deployed
- ✓ 400,000+ active users
- ✓ New revenue streams
- ✓ Oi WiFi perceived as a differential by customers

A Flexible WiFi Proposition Suited to Market Needs

Oi was able to further adapt its WiFi offering to the specifics of Brazil's telecommunications market. Credit card use being low in this market implied that users would be less likely to buy WiFi passes. The prepaid mobile customer base, however, was quite large.

Based on these factors, Oi decided to offer WiFi service within the vast majority of its mobile pricing plans, most specifically, to prepaid customers with remaining credit. This savvy strategy became a valuable revenue generation tool (by fostering top-ups), that also reduced churn and boosted customer acquisition.

The strategy exceeded all expectations during the FIFA World Cup, and even more significantly, during the 2016 Olympic Games in Rio:



Why Fon?

- Fon has more than a decade of experience developing WiFi solutions for top global Tier-1 operators.
- Fontech offers a scalable and flexible solution that can be easily adapted to suit desired business models.
- Fontech's hardware-agnostic solution guaranteed hassle-free deployment on all available routers.