

Benefiting from the growing digital wave of consumers

Silicon Valley-headquartered tech company **MATRIXX Software** knows that telcos need to engage with the “mobile-first” millennials, or risk losing out on a generational opportunity – the secret is having the technology to meet the expectations of these new consumers.



Jeremy Thomas, Vice President, Sales, Asia.

Ask the millennials what is the one thing they cannot live without and chances are, the answer will be their smartphone. It's the ubiquitous 'remote control' for their lives. From keeping in touch with friends and family, watching videos or interacting instantaneously using social media, the device is the centrepiece of their lives.

Services like Uber or Amazon allow them to instantly place an order, and then track it to delivery, knowing how much it will cost them and when it

will arrive. The same applies to anything else they interact with online – they are the Internet generation and instant gratification is a major part of the experience. So why is operating their mobile communications account so different?

Telcos often do not take into account their customers' personal service preferences, charge them a flat-rate monthly rate regardless of how much data they use, and if they want to change their service, they have to call a contact center. Also, they remain unaware of how much data they have really used, or how much they are spending. Imagine ordering an Uber taxi cab but being unaware of when it will arrive or how much it will cost? The customer experience would quickly unravel and these so called “sharing economy” businesses would fail.

So why is mobile failing to live up to these new expectations? It is largely because the systems of yesteryear that most telcos use to keep track of their customers' usage and credit balances were deployed when basic voice and text were the only popular services; they simply cannot keep up with the type of data services consumers use in today's fast-paced mobile broadband environment.

Cue MATRIXX Software. The Silicon Valley company, founded in 2009, foresaw the growth of smartphone data and has created patented technology to solve this conundrum. It enables telcos to change their businesses to become digital service providers by interacting with the next generation of customers in real-time. This empowers consumers to manage their own services direct from their devices by using a self-care app that acts as a real-time control centre for everything they want to do.

This helps consumers manage their data consumption and improves the value they get from their services, because they pay only for what they use, and are free to choose from a dazzlingly array of new services which they can order “in the moment.” This benefits the telco too because it can capture the imagination of the customer and remove existing barriers that slow down purchases, while improving the level of trust their customers have in the accuracy of their data usage and spend balances.

“It's time for telcos to reclaim and monetise the relationship they have with their customers, and

MATRIXX Software specifically addresses that by allowing customers to see their data balance in real time, and make more informed choices about how they spend their money,” explains **Jeremy Thomas**, Vice President, Sales, Asia.

Among the other features of MATRIXX's software platform are the ability to allow telcos to evolve flat-rate data plans to selling data just for the apps that their subscribers use most frequently (such as YouTube or Facebook); selling data in smaller bite-sized chunks; or even roaming overseas using their current data allowance rather than charging a premium.

Counter-intuitive as it might sound, the psychology behind this lies in the concept of empowerment, where the telcos give their customers the mandate to be in control of how much data they can buy, and how they want to use it, all in real-time. It prevents them from unexpected overspending, and it allows telcos to tailor special personalized offers to them “in the moment” – just when they're in the sweet-spot to buy something they like.

One MATRIXX customers is Telstra, Australia's largest telecommunications company and the market leader in mobile with 16.7 million customers and a market share of 40 per cent. “Last year, its mobile revenue increased by eight per cent after they integrated our platform into their billing system,” reveals Jeremy Thomas, VP Sales, Asia at MATRIXX.

According to Thomas, the smartphone penetration rate is “explosive” in Asia, and set to rise to 51.5 per cent by 2019. The millennial population is “immense”, while emerging markets are also rolling out 4G networks. Cambodia, for instance, is seeing mobile phone penetration rates doubling year-on-year.

He lets on that in the second quarter of 2016, MATRIXX will be announcing a partnership with a major telco in Southeast Asia that has more than 60 million subscribers, 30 million of them smartphone users. “This is our first deal in Asia and hopefully there will be many more to come. We see many opportunities in the region for us to rapidly expand our business. The rising wave of millennial customers with new expectations from their telco will dictate that telcos need to rethink their businesses to effectively service this new market.” ●