

Pre Merger Success Story

Click, Recharge, Repeat.

Idea Cellular's App Journey with iProgrammer



From the 2017 Case Study Archives

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Table of Contents

1

iProgrammer - A quick introduction

2

Idea Cellular - A quick introduction

3

Case Study Details

4

Glimpse of My Idea Application

5

Our Customers



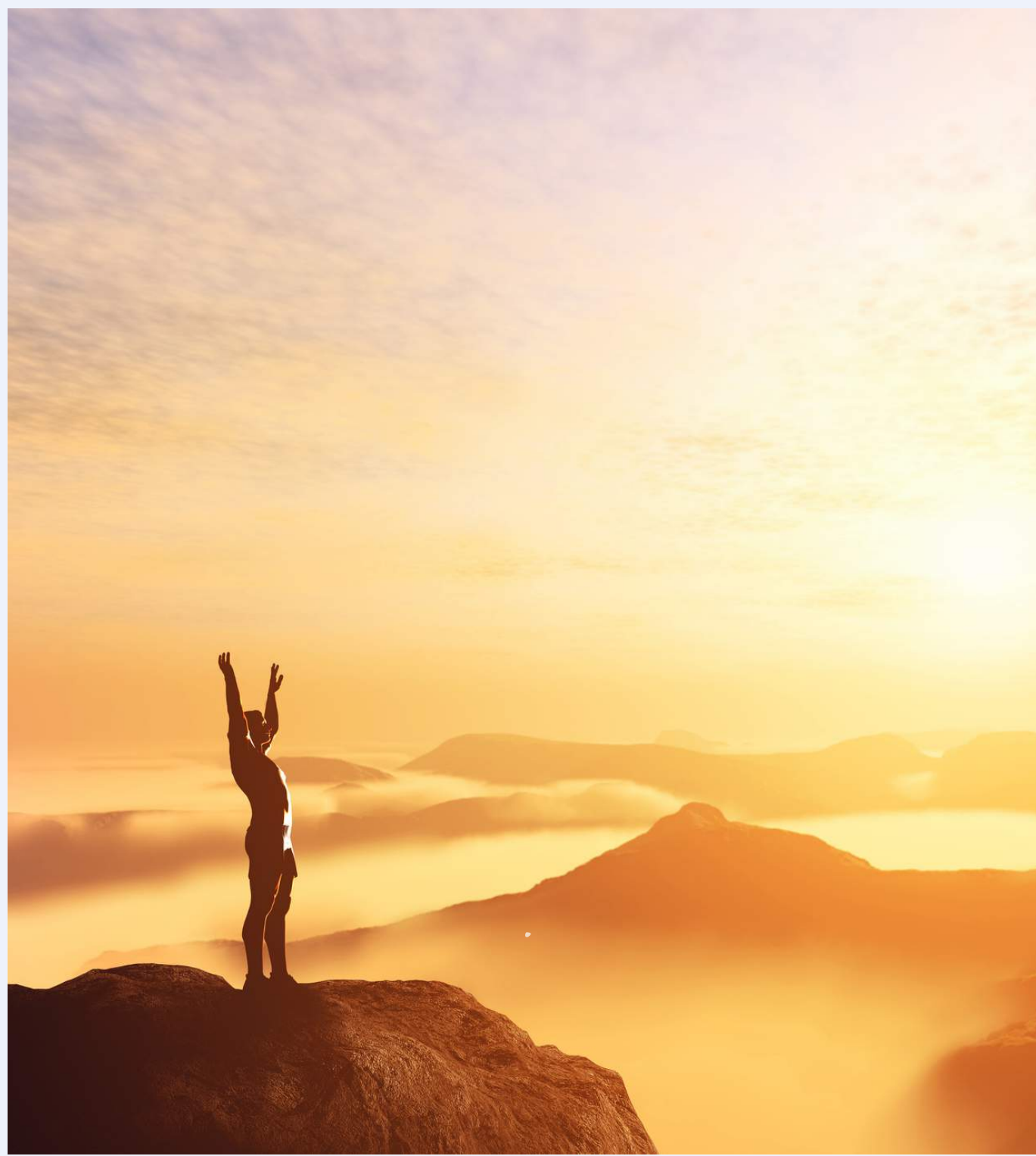
A Quick Glimpse

iProgrammer Solutions

January 2024

About Us

worth sharing



We're proud of the progress we've made in driving innovation and delivering exceptional service to our clients. We've achieved significant milestones in key areas like mobile application development, web application development and overall product engineering.

300+

Successful web & mobile applications delivered.

128 MN+

More than 128 million end users have used our developed applications.

Fortune 500

iProgrammer has been the technology partner to **Fortune India 500 - Hero Corp, Tata Communications and HDFC.**

4 Million

Our B2C mobile application developed for Vodafone-Idea currently has 4 million **daily active users (DAU).**

A Quick Glimpse

Idea Cellular

January 2024



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Pre merger glimpse Idea Cellular

**WHAT
AN IDEA,
SIRJI!**

We thank you for helping
us reach the milestone of
100 million customers.



Idea Cellular (commonly referred to as Idea (stylised as ! dea) was an Indian mobile network operator. Idea was a pan-India integrated GSM operator and had millions of subscribers. Idea Cellular merged with Vodafone and is now known as Vodafone Idea or Vi.

220 mn+

In 2018, Idea Cellular had **220 million subscribers**.

Rural Area

Idea Cellular had **22.27%** market share as per TRAI's 2016 report.

Third Largest

As of Dec-16, Idea was **third largest** telecom company with a market share of 16.54% as per TRAI.

Subscribers

From Dec-15, the wireless subscriber base grew from **150 million to 170 million**.

Case Study Details

My Idea B2C Mobile Application

January 2024

The Problem Statement

Idea cellular offered both Prepaid and Postpaid plans, and a wide array of value-added services like ring back tone, sports alerts, news, missed call alerts, international roaming, national roaming, etc.



Call Centers

Idea had a team of customer service executives deployed whom customers called to avail services. This channel involved incremental cost as call volume increased and faced challenges like high dropout rates and high turnaround time.



Physical Stores

Idea Cellular had physical stores across PAN India and customers can walk into these stores to avail themselves of their services. This channel was not scalable due to the high costs of operations.



Web Application

Idea cellular had a comprehensive website from where customers can manage their accounts.

Given that majority of the subscribers had started using mobile devices as the primary mode of internet consumption, the site was not providing the best of user experience. Also, the site was not able to provision 2-way communication in the form of notification for better user engagement.



The Problem Statement continued



Third Party Partner Apps

Several third-party applications used to offer the ability to manage some of the subscriptions and services of Idea cellular within their application. However, Idea had limited control over the user experience and audience of those third-party applications and was not able to engage the customers on their own.



SMS Based Channel

Users can use USSD and SMS based transactional channels for activating/deactivating services, but it was extremely cumbersome and confusing. Idea cellular wanted to offer an easy-to-use channel for its customers to be able to subscribe/unsubscribe for these services and overall manage their account subscriptions better including recharging, paying bills, seeing service requests, updating contact information, etc.



To enhance **customer experience** and **convenience**, we suggested developing a native mobile application providing **on-the-go** access to the data and valuable features.



The Solution

Why a mobile application?

Proceeding with a mobile application had several advantages:



Ease of Use: Intuitive interface and navigation for smooth interaction which is natively mobile friendly.



Readily available on user's device: With the global shift to mobile devices, the mobile app placed us right on user's device making our services accessible whenever he needed it.

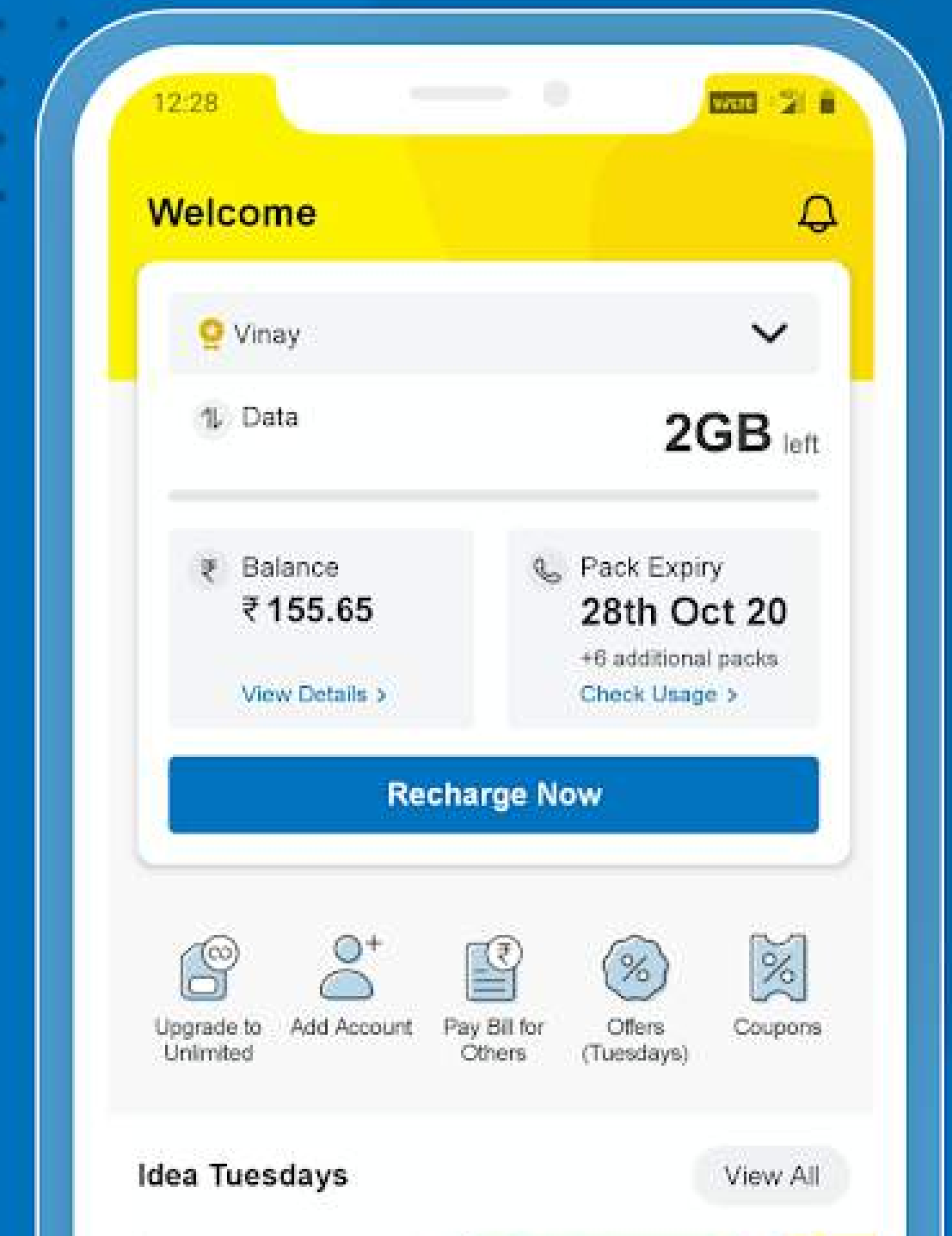


Proactive communication with users through push notifications: Timely, relevant push notifications to keep users informed and engaged.



Higher engagement with users – Idea can promote services and features within the application, thus increasing subscriptions and buy-ins from customers.

Upgraded experience and enhanced design



Why a mobile application?

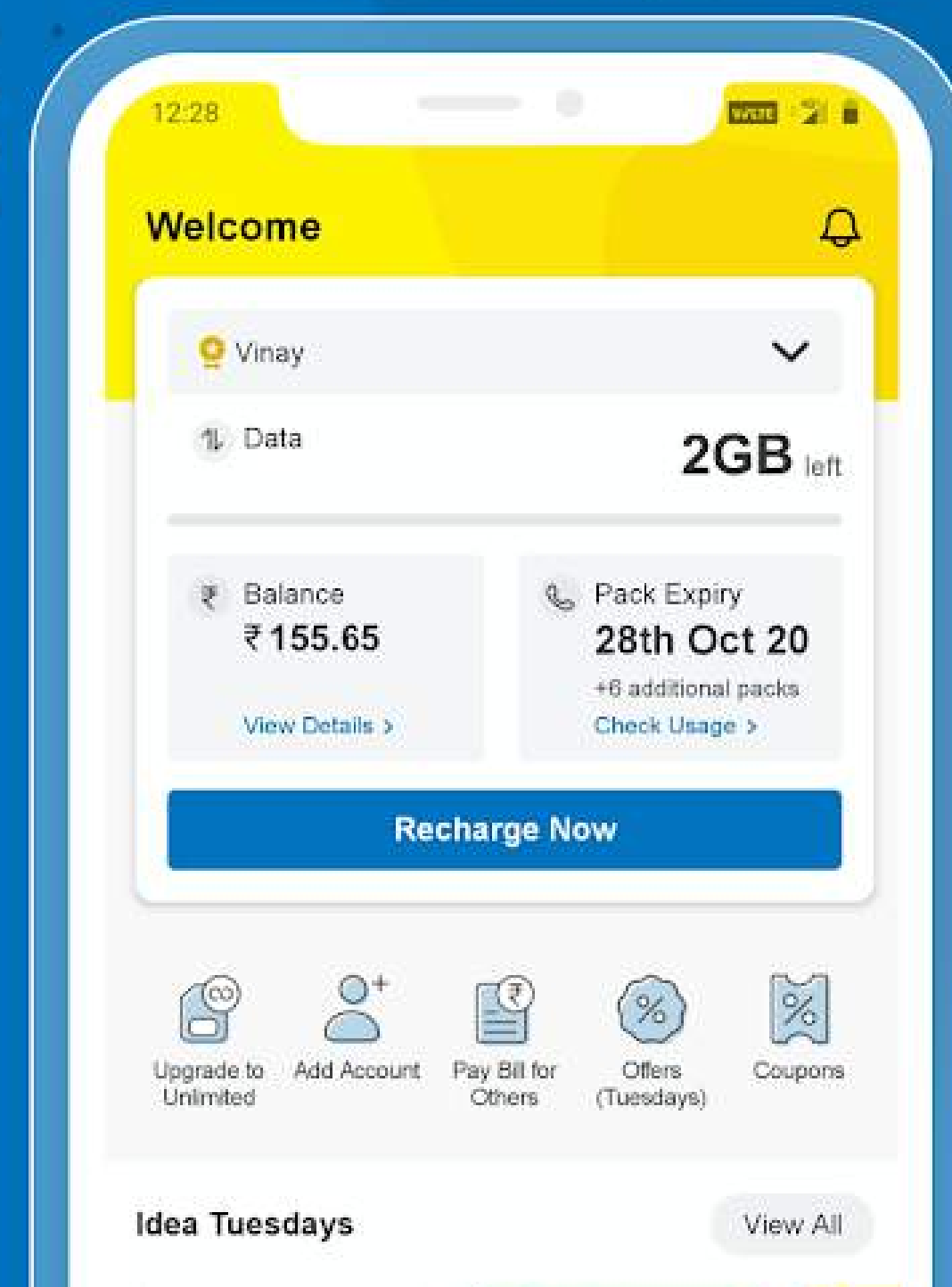
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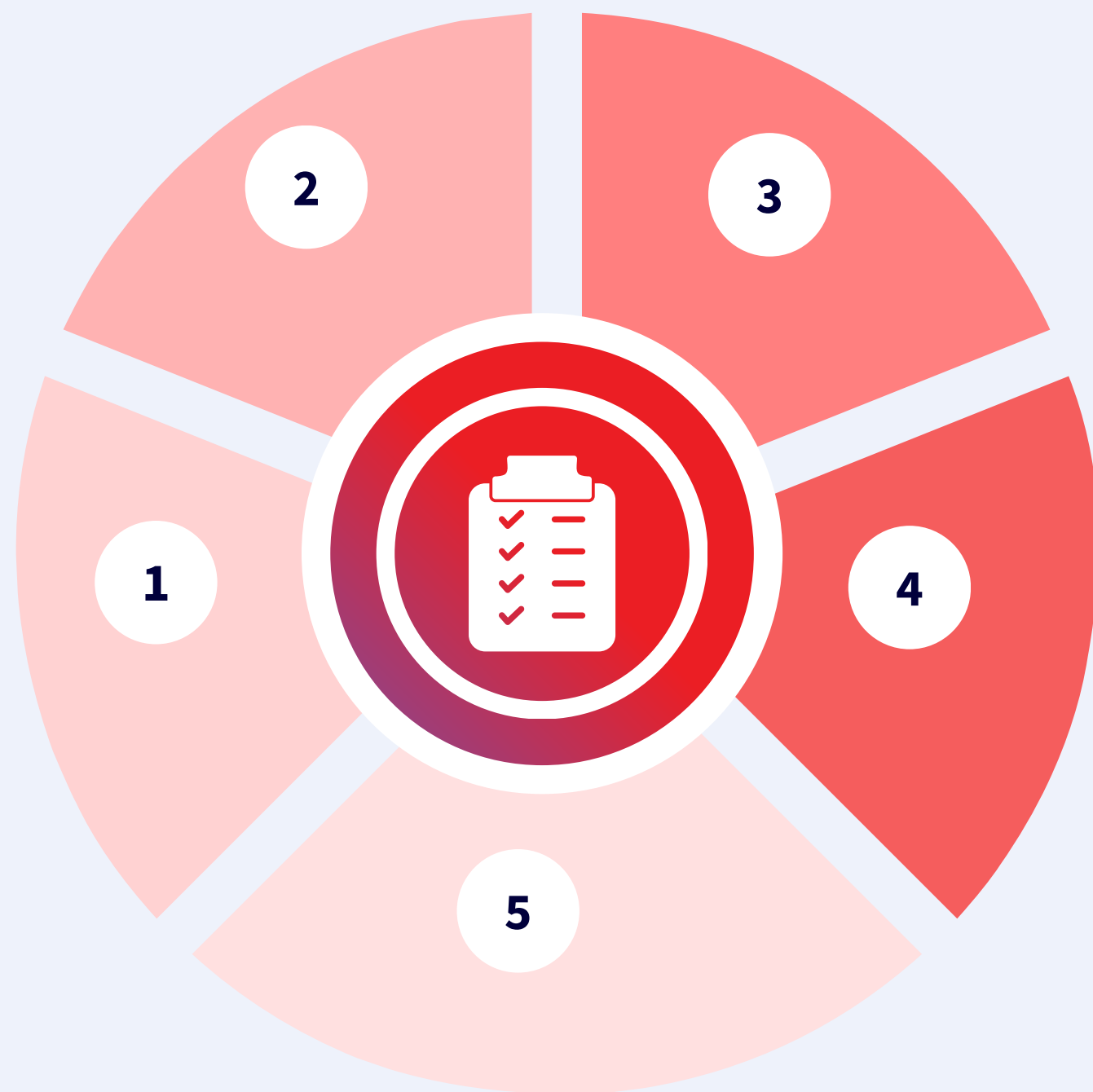
24 x 7 availability for managing account -

- Customers will have access to all features, information and capabilities throughout the day, with no dependency on operating hours.
- Low cost of Customer servicing: Overall cost of customer servicing and transaction will be lower than all existing channels.

Upgraded experience and enhanced design



Objective



- 1 Identifying the **nature of the dataset** and **refresh rates**.
- 2 **Identifying APIs** and **corresponding APIs**
- 3 Understanding **volume capabilities** and **scalability**
- 4 Identifying the **user volume**.

Challenges



Internal System Integration

Managing a multitude of downstream telecommunication systems from various vendors presents a complex integration challenge. Inconsistent data formats, disparate nomenclatures, and the absence of APIs for external access create a nightmare for data extraction and integration.



Multiple downstream telco systems managed by **multiple different vendors**



No uniformity in datasets across downstream systems



Systems not designed for **external access** via APIs of volume



No security and authorization to expose APIs over internet as they were primarily built for intranet



Implementing **robust security measures** to protect **user data** and comply with **relevant regulations** was crucial

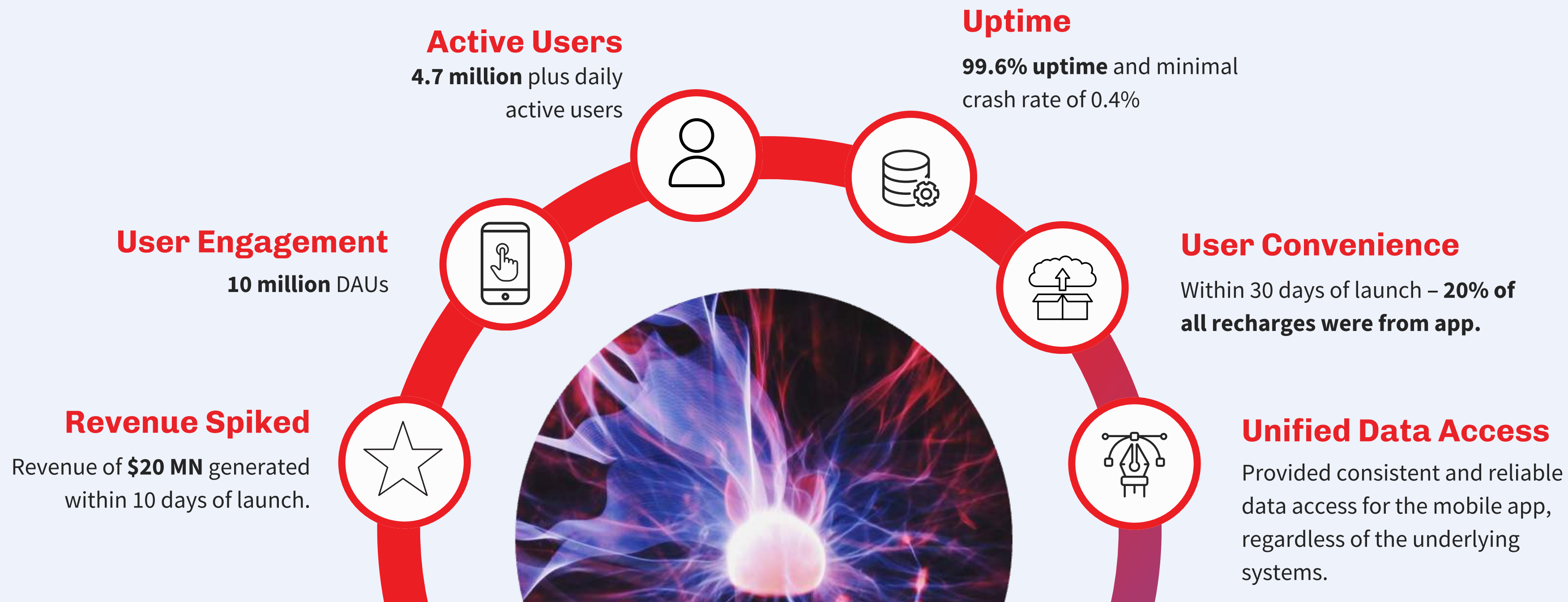
How team addressed the challenges?

Solution

- Conducting a **workshop** with all the downstream system stakeholders
- Connect with **business users** to identify **NFRs (non-functional requirements)**
- **Creation of a middleware** which acts as a communication bridge for all downstream systems.
- **All taxonomy and gaps**, business rules, sequential API calls across systems were handled within the middle ware and authentication and authorization system was created for secure access to all APIs based on users' identity.
- **API calling frequencies** and **sequencies** from applications were identified, corresponding scaling up of downstream systems was conducted.
- Based on data refresh rate implemented **cache mechanism**.
- **Native mobile apps** were created for iOS, Android, and Windows.
- A wide range of features were offered: **Postpaid/ Prepaid activation**.
















Project Output



Cluster of Technologies for Idea Cellular

Below table showcases our expertise in leveraging the right technologies for unique client needs. From robust backends to engaging frontends, we deliver projects tailored to specific goals and industries.

Technology	 Native Android	 iOS
Frontend	  	 Swift  AppCode  Xcode 
Backend	  	
Storage		
Data Center	On Premise - NDC3 - Data Center	

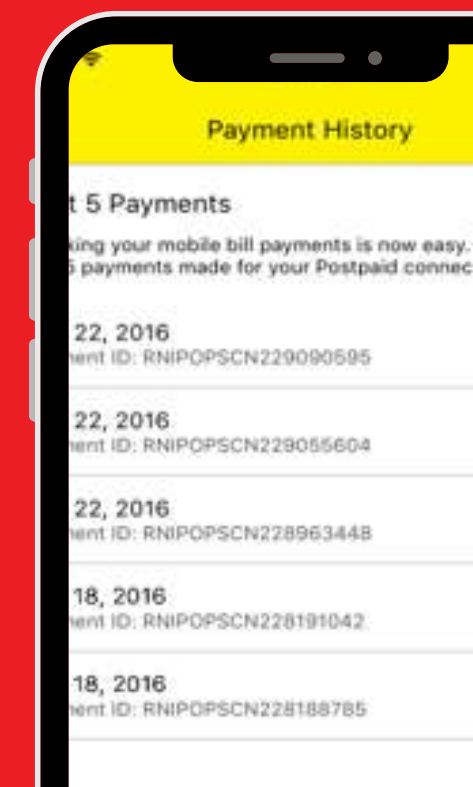
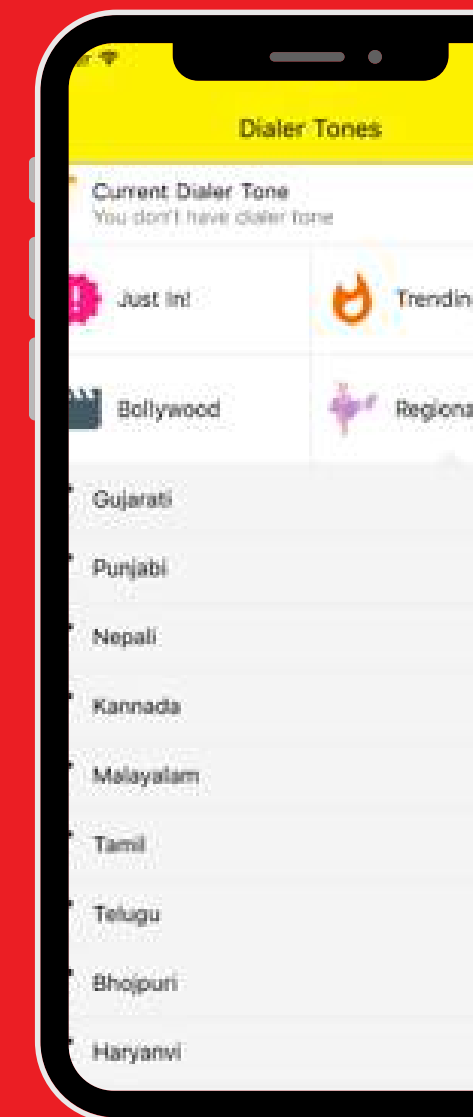
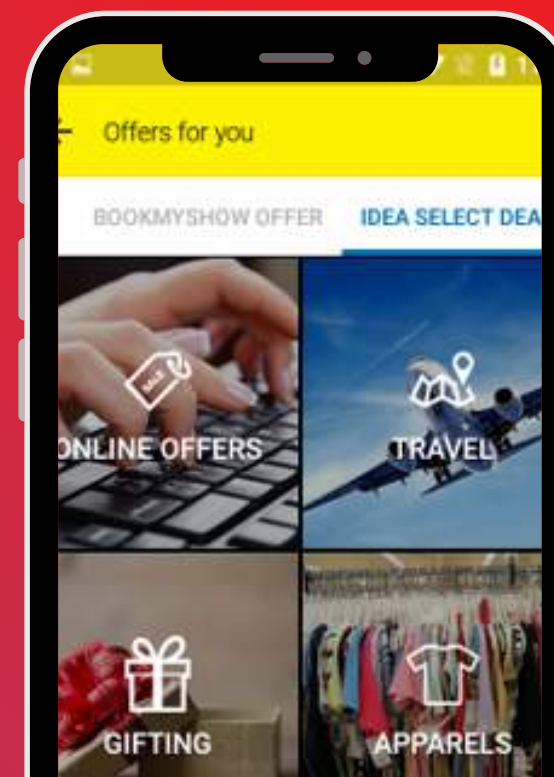
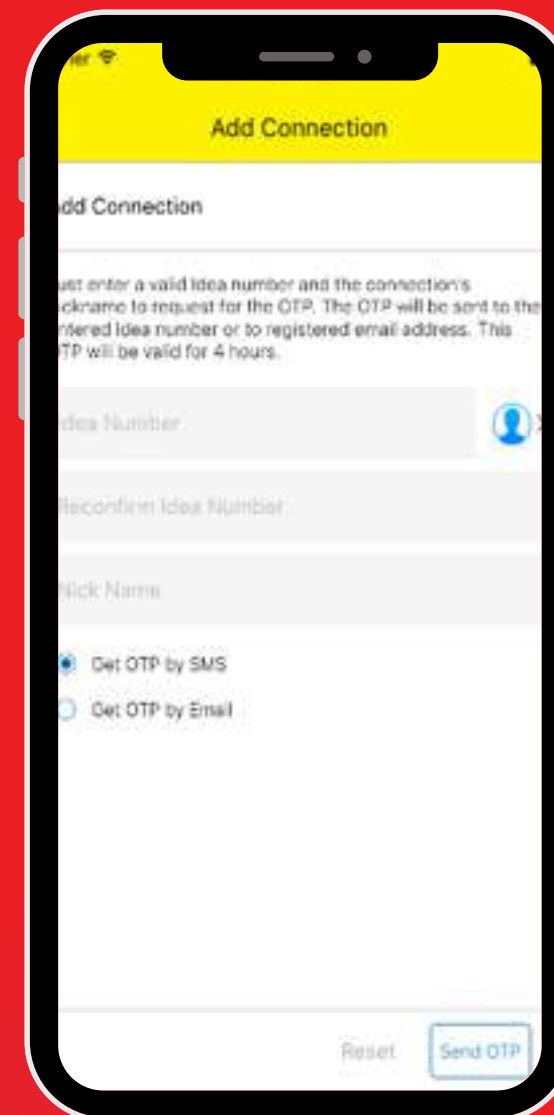


Glimpse of My My Idea App



INDIA LOVES IT! DISCOVER THE NEW IDEA APP.

Customers can view and manage their bills, data usage, and service plans. They could troubleshoot problems, top up prepaids, and make changes to their plans without needing to contact customer service. The app was completely safe with necessary authentication and authorization. Overall, Idea cellular shedded the old skin and found a new digital avatar.



What Idea Cellular said about us.



We have over 10 million users for the application. On the Google Play Store, the average rating is 4.2 stars, and it has steadily grown as we improved the user experience and features. The average ratings for only the last 5 months have been 4.5 stars. iProgrammer Solutions has developed around five enterprise applications for our channel partners. They've also worked on a mobile wallet project with us. In the end, the decision, getting iProgrammer onboard, paid off.

Quality



Schedule



Cost



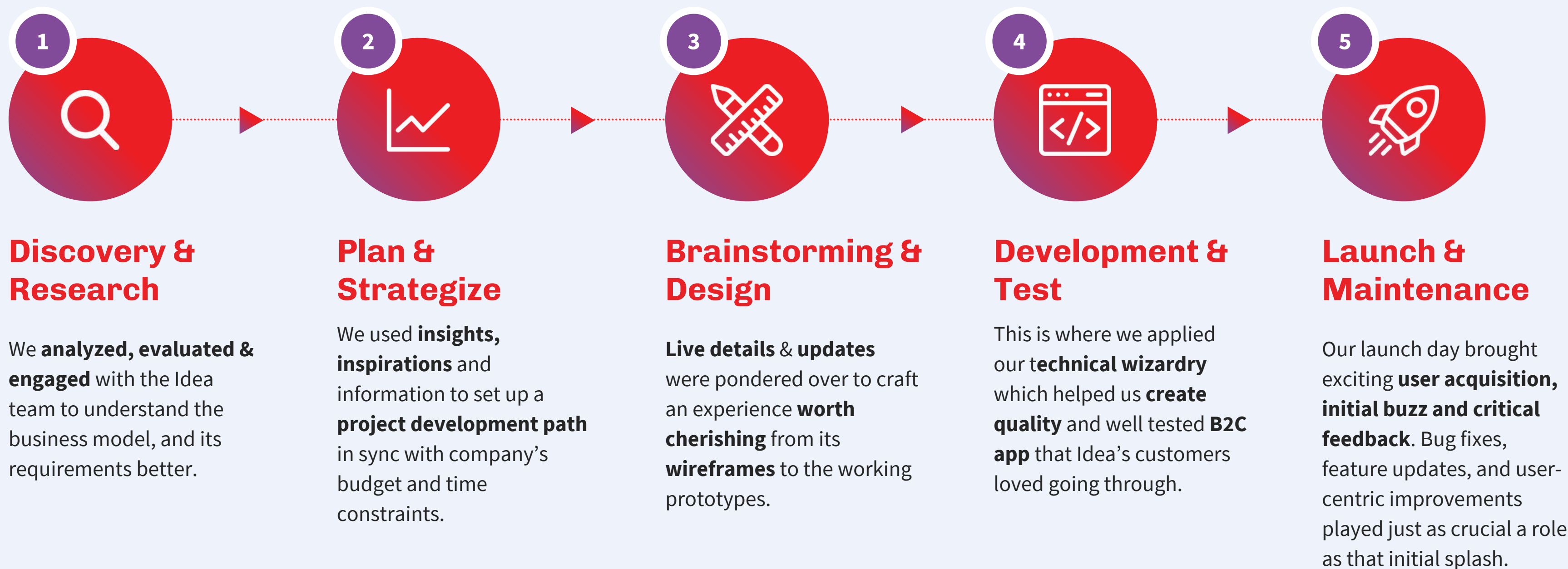
Willing to refer



Rahul Rakesh
Senior Project Manager

How did we do?

Our Approach



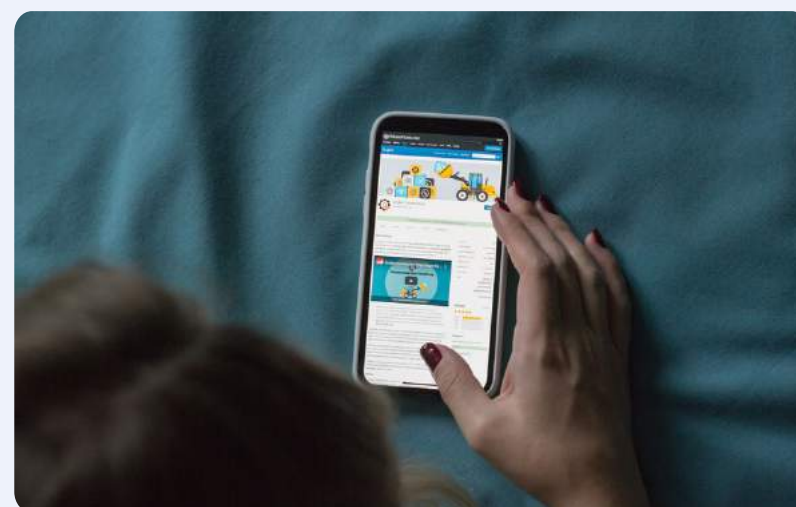
Our Assets, Our Customers



and many more...

What do we offer?

Our Services



Product Engineering

- UI/UX Design & Development
- Web Application Development
- Mobile App Development
- Backend/Middleware Development
- Frontend Development
- QA / Test Engineering
- Legacy System Modernization
- SaaS Development



Data

- Analytics
- Science
- Visualization
- Security
- Infrastructure
- OCR Implementation



Cloud & DevOps

- Cloud Consulting
- DevOps Consulting
- DevSecOps Consulting
- CI/CD & Infrastructure Automation
- Kubernetes Adoption



Startup Consulting

- Product/MVP Development
- Statutory Compliance Consulting
- Technology Consulting
- Application Development
- UI/UX Design and Business Branding
- Customer Experience Strategy

LET'S BREW SOME COFFEE TOGETHER.



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