

INFORMATION WIDGET

Provide timely information to your customers



INDUSTRY: Telecommunications

YEAR: 2015

THE CHALLENGE

Keep MNO's customers informed with relevant commercial information such as bundle consumption, active promotions and breaking news, directly on their mobile home page and across different mobile platforms.

THE SOLUTION

Working with commercial resources from the customer, Stetel has developed a solution designed to fit different devices and operating systems (Android, iOS and Windows Phone 8) and to offer a compelling user experience.

The solution:

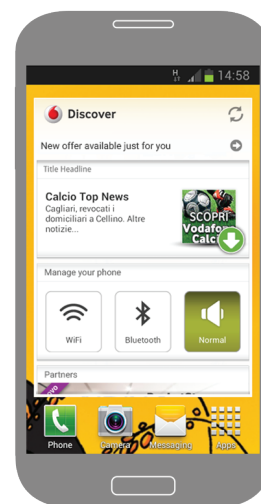
- Provides users with service (bundle consumption, billing...), promotion and marketing information on their mobile home page;
- Simplifies the data feed from multiple sources into one flexible interface.

TECHNICAL SHEET

- Support for all major technologies;
- Customization depending on screen size;
- Customizable by user;
- Flexible back end and management tool;
- Single instance, multi-country/multi-language;
- Dedicated message per single user (based MSISDN);
- Seamless UE when under WiFi bearer;
- Support for text/images/gauges, based on templates;
- Possibility to interface with any back-end via HTML interface.

THE RESULTS

Installed on 15+ million devices by Vodafone.



Stetel is an Italian company developing mobile apps and software enabling the Internet of Things and Rich Communications.