

VESTA CORPORATION CASE STUDY

YOIGO

HOW VESTA HELPED
YOIGO
GROW REVENUE AND
REDUCE COST THROUGH
THE ADDITION OF NEW
DIRECT RECHARGE
CHANNELS.



A T A G L A N C E

Launched in January 2006, Telia Sonera's Yoigo brand is recognized by Spanish consumers as an innovative price leader for prepaid and postpaid mobile services. The company's core values are reflected in its positioning: delivering products and branding that are simple, fair, witty, honest and efficient. Consumers quickly embraced Yoigo's philosophy, and the operator has grown to 1.8 million customers in just over two years. To continue its impressive growth, Yoigo realized the need to review its product offerings and expand its services.

T H E C H A L L E N G E

To enhance its brand positioning as innovator, Yoigo wanted to offer comprehensive, "anytime, anywhere" multi-channel recharge services for its customers. With no direct recharge offering, a subscriber could only add value to their account through retail distributors and ATM machines. Yoigo's plan was to simplify the account registration process, reduce recharge retail channel costs and increase customer convenience by providing electronic recharge functionality via Web, IVR and mobile handset.

T H E S O L U T I O N

Yoigo evaluated the resources required to develop an in-house solution against the option of outsourcing their expanded channels to a third-party provider. After extensive analysis, Yoigo selected Vesta to build and support all client-branded electronic channels, manage local-language live agents in a European call centre and manage the risk of fraud — while providing full fraud indemnification.

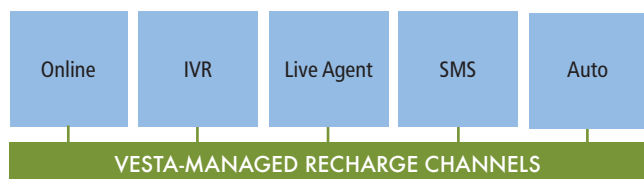


T H E R E S U L T S

Vesta's implementation of direct recharge payment channels helped Yoigo achieve significant improvements to the profitability of their mobile payment service. Within the first nine months of launch, Yoigo saw a 34% increase in average recharge levels compared to other channels and achieved a 3.6% direct recharge market share. In addition, Yoigo experienced transaction reliability of nearly 100% — much higher than their retail recharge system.

The Vesta solution also reduced the cost associated with supporting recharges by approximately 20%. Other benefits of the Vesta solution include full indemnification against the risk of fraud and guaranteed funds for every accepted payment transaction, with no hidden fees, chargebacks or other liabilities. New features such as gifting, scheduled recharge and the acceptance of international credit cards were also possible.

VESTA: HOSTING ALL DIRECT CHANNELS



T H E F U T U R E

Encouraged by results to date, Yoigo has established a goal to increase direct recharge to 10% of its business by 2011. Other initiatives under investigation include social media applications, postpaid payments and dynamic campaign management.

A SUMMARY OF RESULTS:

DIRECT RECHARGE LEVEL HIGHER THAN OTHER CHANNELS.....	↑	34%
CHANNEL COSTS REDUCED (APPROX.).....	↓	20%
DIRECT RECHARGE MARKET SHARE AFTER NINE MONTHS....	↑	3.6%

