

## SPARK NEW ZEALAND SPEEDS

## UP TIME TO MARKET AND

## REDUCES COSTS WITH CSG

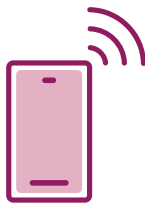
### RESULTS

One of Spark's strategic pillars is to reduce costs while improving customer experience. Managing prepaid and postpaid from Encompass helps Spark reduce opex, while personalization options enabled by Encompass and Mediation products help to increase customer retention and loyalty.



**1**

solution for prepaid and postpaid



**2.5M**

mobile subscribers



**WEEKS**

to deploy new features and functions, not months

**“We have a strong working relationship [with CSG] and we always have. Our billing systems and our rating systems are core to our business and our IT state, and we see it as a very important relationship.”**

— Niall Fitzgerald, General Manager of IT Application Architecture & Design, Spark New Zealand

### WHO?

Spark is New Zealand's largest telecommunications operator, providing mobile, broadband, fixed line and digital services to consumers and businesses.

### WHAT?

Spark was looking to transform a range of systems to reinforce their commitment to lead with wireless services. They wanted a convergent charging and billing system that would allow them to respond to the demands of the fast-maturing New Zealand mobile market, as well as a solution that would eliminate the need to rearchitect their billing function whenever they wanted to offer a new product.

They were also looking for a more coherent view of the customer, as disparate systems were leading to disjointed customer experience management, high opex, and slow time to market.

### HOW?

CSG Encompass allowed Spark to quickly offer new products, configuring offers without needing new code.

Converging prepaid and postpaid means Spark no longer has to build the solution twice—or more—each time the company has a new offer.

With a convergent solution, Spark can reduce opex with fewer systems to operate and maintain. And the billing and customer service teams only need to know how to manage one system, reducing the skill sets required, training time, and optimizing resource utilization.