

Connecting customers with unrivaled choice and control



Avanade added.

Telefónica Digital wanted to change the roaming experience for their mobile customers traveling outside of Spain. Partnering with Avanade and using Microsoft Windows 8, Telefónica created an application that allows their wireless customers to view and select their preferred roaming partner as well as automatically connecting to their desired network when traveling across Europe.

Increase customer loyalty & service

Customers using roaming bandwidth for their mobile devices have little visibility into who, within their carrier's network of partners, is providing that service.

In the highly volatile wireless market, customers are quick to turn to a competitor when mobile service is interrupted and value add services are limited.

Telefonica

Telecommunications Industry

Goal

Provide their mobile customers with visibility into roaming options and partners for on-demand Internet services when they need, where they need and at the right price.

Anticipated Results

- Increased customer loyalty due to the transparency of available roaming partners and costs.
- Improved satisfaction due to value-add services

Availability

The application will be available for download in the Microsoft Windows Store, as well as come pre-installed on tablets in Telefónica's retail stores.

