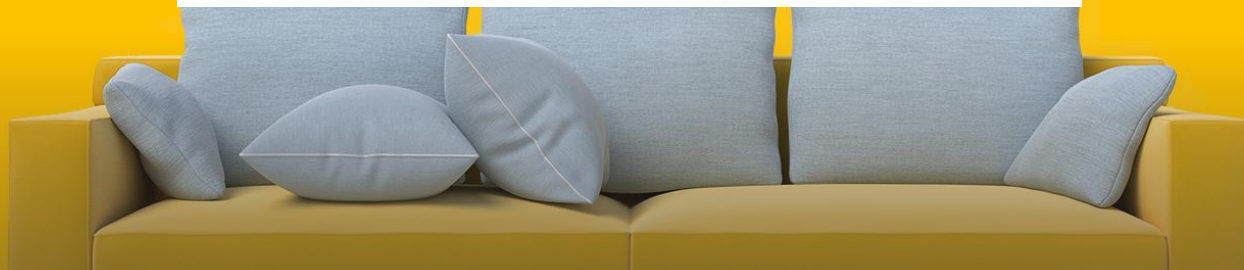




Creating an MVNO in 6 months

How we did it and what we learned





The challenge

In a bold move, **Magyar Telekom** wanted to introduce a fresh new MVNO on the Hungarian fixed line market challenged by newcomers in 2017.

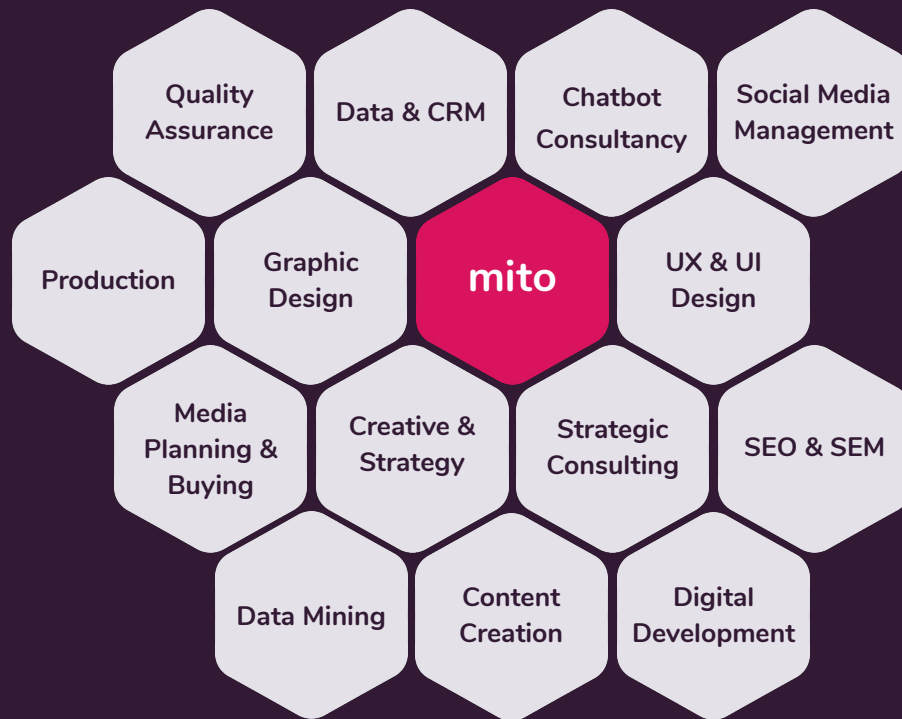
A disruptive budget brand that wanted to change how customers are served, offering simple telecommunication services for a great price without fuss and loyalty.

We only had 6 months and the clock was ticking.



Context

Mito provides full scale, end-to-end services ranging from brand communication to digital development. In 2017, **we were acting as a lead creative agency for Magyar Telekom, and have been designing and delivering digital solutions for Deutsche Telekom for several years.**





Our task

Define, position and implement the new brand offline and online as well.

We got involved at the earliest stage possible, when only the vision and the mission was clear.



As a result, Flip was launched in May 2017, operating since then as Hungary's major MVNO.





Cooperation model



Mito Creative

- Brand and communication strategy
- Brand identity development
- Creative concept
- Production of communication materials



Magyar Telekom

- Business ownership
- Infrastructure (OSS/BSS)
- System integration in partnership with [DXC](#)



Mito Digital

- Design and development of customer-facing interfaces:
 - Sales portal
 - Self-care portal
 - Self-care mobile application



Brand building

The project was shrouded in total secrecy to hide any signs from the competition.

In the beginning, we literally sat locked in a secret room all day, together with the dedicated Telekom team, for weeks on end.

We developed the brand and communication strategy, while also preparing different communication plans and creative concept alternatives reflecting the competitors' possible reactions.





Flip became a standalone product-brand with its own set of values, personality and promise. A friendly, familiar, honest brand, offering simple and straightforward services without any blabber.

An agile brand with a new business model and a market strategy that reflected to the turbulent environment and ever-changing customer needs of the market.



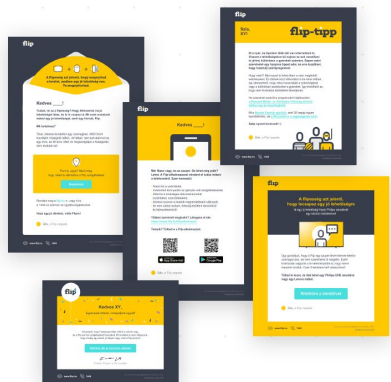


CHOPLIN BOLD (LOGÓ)

abcdefghijklmnopqrstuvzxy
0123456789

GOTHAM BLACK / L

abcdefghijklmnop
0123456789
abcdefghijklmnop
0123456789



flip logo



logó a körben

Identity

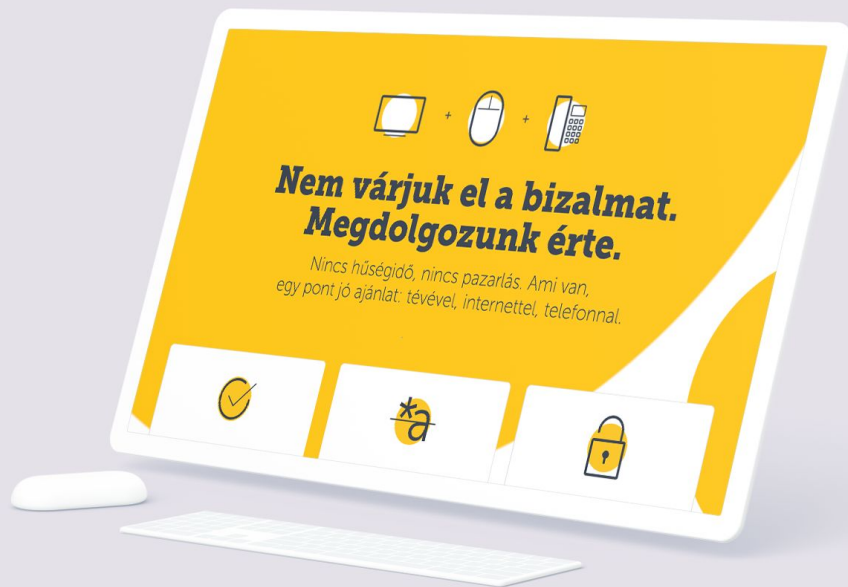
The visual identity was defined based on the analysis of the existing players on the market. The contrast between the final colors (yellow and midnight blue) makes the brand easily distinguishable, while the logo perfectly represents the underlying brand philosophy.



Creating the online channels

The project timeline was extremely tight, so we needed to go with a project setup that enabled us to design and implement the integrated **MVNO sales and self-care portal in just 6 months** in cooperation with DXC.

The workflow we set up was what you would call today **dual-track agile** - a methodology that is now our default for efficiently delivering to our clients.





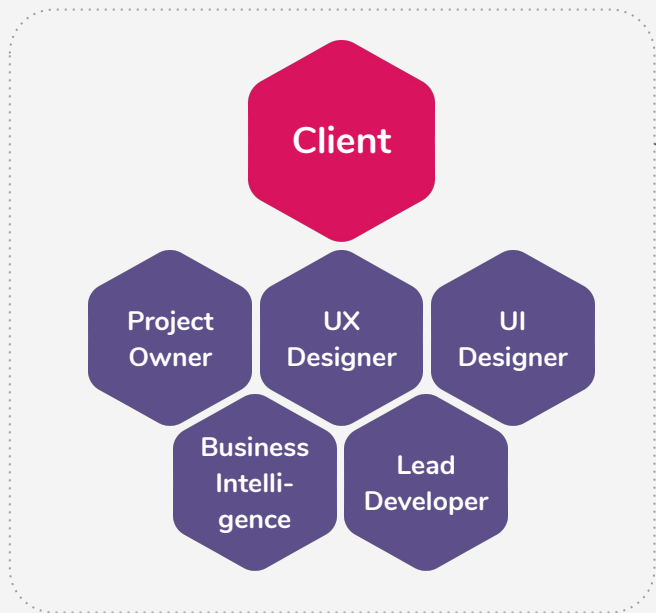
What is Dual-Track Agile?

The best fitting Agile methodology for enterprise-level projects, combining design and development processes in a uniquely efficient and scalable way.



DESIGN

TRACK



BACKLOG

DELIVERY

TRACK



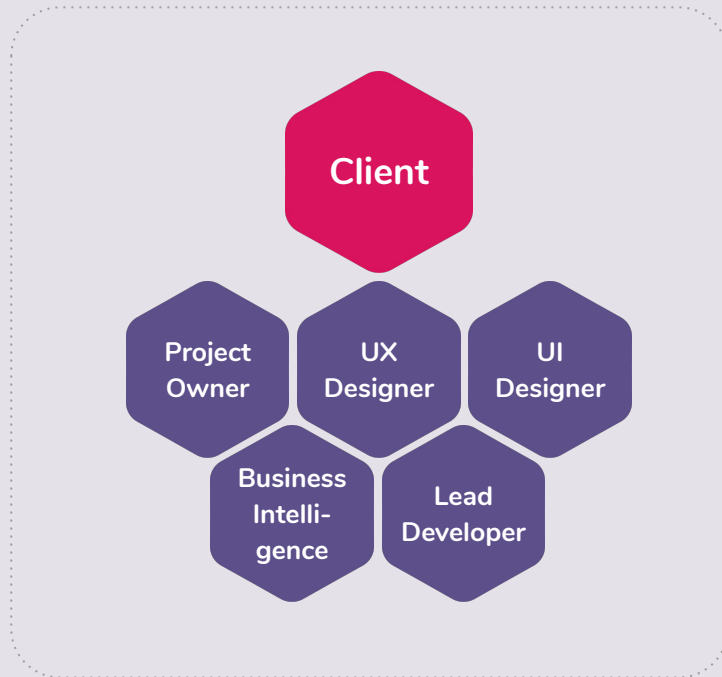


Design Track

A team of UX-UI professionals, a Project Owner and other supportive roles such as business intelligence and lead developers **in close cooperation with the client's team.**

This track defines and validates the user stories and the screens in agile design sprints.

It works ahead of the delivery track, and hands over the items prepared for implementation.





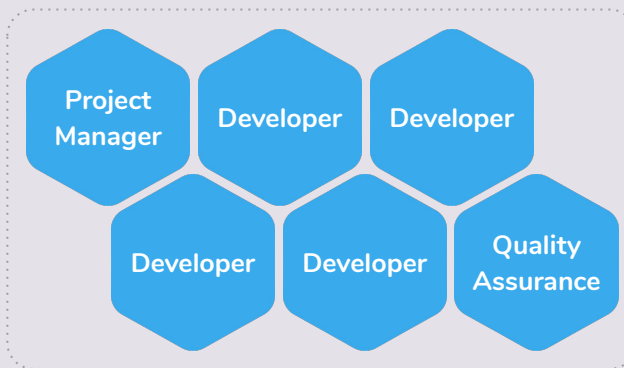
Delivery Track

The team is responsible for delivering the backlog items from sprint to sprint.

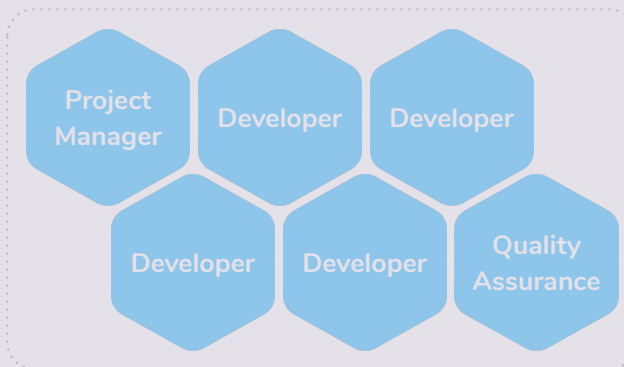
In our “classic” setup, this practically means predefined, scalable groups of competencies (aka. **Agile Pods**) working together:

- channel-specific (web/mobile/kiosk etc.) frontend developers,
- middleware developers (if needed),
- project management, and
- quality assurance.

Pod 1



Pod 2



Pod 3





**Creating the sales portal:
a straightforward funnel leading
users towards conversion**

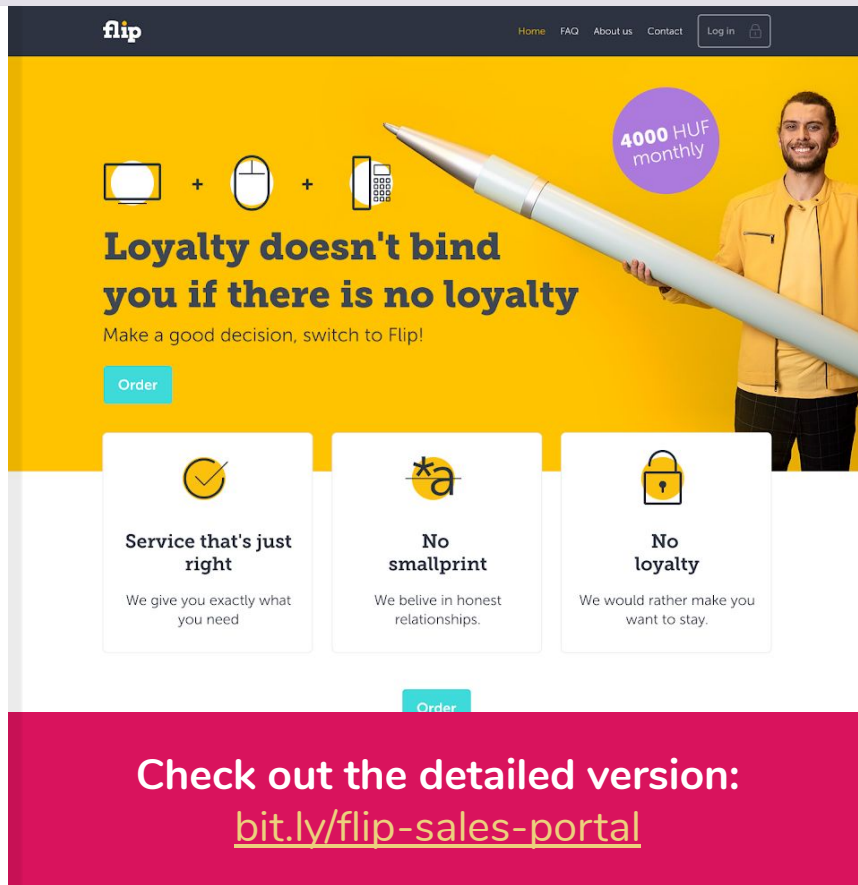


Sales portal

The sales portal of the MVNO needed to match the simplicity of the brand itself.

We defined a **straightforward funnel to lead the users towards conversion.**

Flip's **communication is tailored to the target audience.** Users arriving from different ad campaigns meet different faces of the website. Students see vivid, video-based communication, while elderly people are shown accessible, static, easily readable content.



Check out the detailed version:

bit.ly/flip-sales-portal



**Creating the self-care portal:
a touchpoint of utmost importance
due to the absence of physical stores**



Self-care portal

As a budget brand, Flip does not offer physical stores with customer service, thus **the self-care portal is the main interface for the customers to manage their services, bills and inquiries.**

The functionality offered on the portal is straightforward for all customers.

The **dashboard** features the latest invoices, the status of inquiries and a summary of the services included in the subscription.

flip Invoices Services Profile Documents Orders Inquiries Recommend us Logout

How about we cover your monthly fee for 12 months?
Come join the game, and win a year of carefree flipping.
Join

Hi James!

Recent invoices All invoices

Invoice number	Invoice	Due date	Amount	
12345678	Flip 3	2020. 04. 05	5000 HUF	Pay now
24511135	Flip 3	2020. 05. 05	5000 HUF	Pay now
12456612	Flip 3	2020. 02. 05	4000 HUF	Processing payment
55677456	Flip 3	2020. 01. 05	4000 HUF	Paid
24465632	Flip 3	2019. 12. 05	4000 HUF	Paid

Orders

Order ID	Services	Date	Type	Status
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Check out the detailed version:
bit.ly/flip-selfcare-portal



**In May 2017, 6 months after the first
secret meeting, Flip was launched**



“

Today Telekom launches a new fixed line brand and offer. Flip was developed for customers requiring simple but good quality basic service without extra comfort services, at an extremely favorable price level, without obligations and commitment for a compulsory loyalty period. The Flip offer – named Flip 3 –altogether includes 130 digital TV channels, 100 Mbit/s download speeds, a WiFi router and free of charge voice communication between Flip telephone numbers. Upon the launch, Flip becomes available in more than half a million households, in numerous locations within Hungary.”

Source: https://www.telekom.hu/about_us/press_room/press_releases/2017/may_16



The results



600,000

**households reached in the
first year** after launch.



Available in **85+%**

of the cities and towns* of
Hungary by the end of 2019.

*(town = settlement with a population above 3,000)



What have we learned?



1

A red hexagon with rounded corners containing the white number '1'. It is centered horizontally and has two horizontal dashed red lines extending from its left and right sides.

Emotions matter

Services born in digital should thrive in digital. MVNOs are the perfect candidates for creating attractive online interfaces and they have a high potential for forming emotional bonds with their customers.



2

You don't need a moonshot

People looking for a niche MVNO operator likely won't miss fancy features. They want simple, reliable and comfortable services online. Keeping it simple speeds up your time to market too.



3

You may ditch the native app

A self-care portal designed with mobile-first approach for a budget brand is worth just as much as a full-blown native app.



4

Consider messaging instead of push

Dropping the native app won't leave you without communication channels. You can use messaging to reach your customers effectively on channels such as RCS based RBM, Apple Business Chat or Facebook Messenger.



5

You can fit a lot into 6 months

Clever scoping and reasonable compromises bring the final goal into reachable distance. Leveraging an experienced agile partner can ensure the fast track and minimize the risk of failing.



mito. clever things

What have others learned?



Automation in self-care can save you a significant amount of OPEX



Delivering answers for frequent and monotonous customer inquiries by automation via bots takes a huge load off of the call center. Koodo Mobile, a Canadian mobile flanker brand saved millions with this exact approach.

Check out our article on the [Forces Shaping Telco in 2020](#) and the details of this best practice!



Can we help? Let's talk!



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Business Development

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