stratpoint
FAST FORWARD TO THE FUTURE

CASE STUDY

Transforming Physical Stores into Digital Self-Service Centers, Right in Your Hands

Managed Software Services



Background

A leading telco provider in the Philippines took the digital transformation opportunity to build a mobile-first, self-service broadband management app. With Stratpoint's agile development and managed maintenance services, the telco introduced a consumer-facing mobile application that drastically shortened wait times, streamlined service requests, and empowered subscribers to manage broadband accounts on their own terms, ultimately improving customer satisfaction, reducing support dependency, and creating a new digital channel for growth.

Beyond building the app, Stratpoint also managed the app's long-term stability and continuity, delivering sustained service reliability through a managed software services model. Stratpoint achieved this by transforming itself to match the client's transformation to provide the best services.

Bridging the digital divide

Previously, broadband customers needed to call hotlines or visit service centers to raise concerns, request support, or apply for plans. Manual processes meant long queues, longer wait times, and dissatisfied subscribers.

Stratpoint designed, architected, and built the self-service broadband management app from the ground up, allowing users to:

- Monitor their broadband usage
- Purchase and upgrade plans
- Schedule repairs
- Resolve technical concerns
- Pay using mobile wallets
- Access customer service fully online

In the first 10 months, Stratpoint's team has done the following:

Developed
177 features

Built
9 dashboards

Enabled
8 channels
for serviceability

Saved
7 truck rolls
per day

Transitioning from build to operate with managed software services

In a year, the mobile app had grown to over 2.2M live registered users (+10% MoM), with 2.09M monthly active users (+8% MoM). It became an essential customer app for the telco's broadband subscribers, making services easier and faster for them.

Due to the success, Stratpoint team extended its services from build to maintaining the app based on Stratpoint's familiarity, expertise, and domain knowledge. The managed software services provided **minimal to no service disruption** throughout the product lifecycle up to its eventual retirement and transition to the new consolidated app.

What made Stratpoint's approach unique?

Stratpoint's delivery model went beyond standard maintenance, offering a scalable and structured way to keep the app stable, campaign-ready, and cost-efficient. These elements gave the telco a competitive edge by accelerating resolution times, reducing backlog, and ensuring a seamless customer experience.



Shared resource, ticket-based model: Flexible and scalable approach that matched demand and optimized cost-efficiency, ensuring issues were resolved without overcommitting resources.



Agile release train: Hybrid Scrum and Kanban methodology, paired with Scaled Agile Framework (SAFe), enabled continuous delivery, giving the telco faster rollouts for campaigns and fixes.



Structured delivery governance: ITIL v4-based framework (a globally recognized IT service management standard) provided full visibility and accountability, reducing monthly ticket volume from 30+ to approximately 1, improving service reliability.



Bootcamps and ticket triage: Knowledge-sharing sessions empowered internal teams, building long-term capability and reducing reliance on external support.

Sustaining value through strategic enhancements

The managed software services engagement delivered critical support and enhancements to keep the app relevant, secure, and responsive to ongoing business campaigns, while adapting to evolving operational demands. Stratpoint's managed software services team's role was more than just support; they became the quiet engine behind every system tweak, seamless update, and feature calibration that kept the app useful and engaging.

Supporting major campaigns

When the business launched their new broadband offerings, the app quickly supported the initiative. Stratpoint updated the app to present new broadband plans via targeted takeover pages for whitelisted users and upsell opportunities for the broader subscriber base. This enabled subscribers to request a plan upgrade directly through the app, resulting in 6,765 upgrade requests via whitelisting and 2,895 applications via serviceability.

Gamified promos and data activations

User engagement was also a priority. Through the managed software services scope, Stratpoint implemented gamified promos and simplified mechanics for availing perks, keeping users returning to the app. These updates increased engagement and retention, yielding over Php101.2M in promo registrations, 95,000 activations of free data promos, and Php15M in data volume boosts. All these were achieved with a lean, agile managed software services team that understood the product inside and out.

Enabling seamless payments

One key value the managed software services team brought was extending payment flexibility. The integration of mobile wallet payments allowed prepaid broadband subscribers to purchase promos directly from the app, providing a more convenient and frictionless transaction experience. This feature led to over 142,000 mobile wallet transactions, generating over Php33M in revenue within 2 months, reducing the need to physically go to store branches to avail of promos, which was the norm before this integration. The Stratpoint team not only implemented the integration but also ensured platform stability and payment security.

▶ Empowering self-service

Customer support also evolved during this time. The managed software services team enhanced the app's self-service functions, giving users the ability to troubleshoot their connectivity issues and book repair visits without needing to call hotlines.

By introducing pre-checks and basic diagnostics before allowing a repair schedule, the app reduced unnecessary truck rolls and backend workload:



17,382 concerns
resolved through automated pre-checks



49,610 repair bookings
completed through the app



7,897 resolved
via in-app basic troubleshooting

These new features weren't just technical upgrades that reduced the need for hotline requests and repair tickets, but also strategic moves that extended the platform's usefulness while alleviating strain on customer service teams, ultimately improving customer satisfaction by resolving issues faster.

Delivering lasting operational continuity

During the three-year engagement, Stratpoint delivered a rare, all-in-one digital partnership that moved fluidly from full-scale development to managed software services and maintenance without handoff delays, knowledge gaps, or system disruptions.

Stratpoint's delivery model was designed to scale with the telco's needs. During the initial development phase, the team operated at full speed, building features rapidly using an agile release train model.

As the app matured, Stratpoint provided a ticket-based managed software services approach, allowing the team to respond to tasks with speed and precision, without the overhead of a large dedicated team. Whether implementing enhancements or supporting urgent break-fixes, the team provided a consistent delivery rhythm that kept the app running efficiently, ensuring continuous service for millions of users and reinforcing brand trust.

Beyond building the app, the managed software services team ensured it remained stable, secure, and fully functional for over a million users. Updates for OS compatibility, security patches, and backend adjustments were handled without issue. The result was a smooth, stable user experience that reflected the maturity and reliability of the product and the people behind it.

The broadband app remained a powerful channel for the telco's business initiatives. Stratpoint's team played a critical role in extending campaign functionality, including supporting new plan rollouts, integrating new payment methods, and powering promotional gamification, all within the existing framework. These were not just maintenance tasks but strategic enablers that allowed the business to continue driving growth and customer engagement through the app.

The shift from the standalone broadband app to a consolidated platform could have introduced friction or service degradation. Instead, users experienced uninterrupted access to services during the transition. Governance mechanisms like detailed ticket tracking and proactive resolution bootcamps ensured every support request and update was handled with accountability and clarity.

Driving reliability, stability, and customer experience at scale

Faced with the challenge of maintaining seamless broadband services for millions of subscribers, the telco made a strategic decision to ensure uninterrupted digital experiences by investing in operational continuity. With a growing subscriber base, active campaigns, and a need for platform stability, they turned to a partner who already knew the ins and outs, one that had built the foundation from the ground up.

By leveraging Stratpoint's managed software services, the telco sustained their broadband mobile app's performance, agility, and reliability through years of evolving business needs. Their ability to evolve processes, optimize operations, and prioritize user experience was a testament to their long-term vision and digital maturity—delighting customers, supporting key campaigns, and delivering measurable business impact.

In the end, it wasn't just about keeping a product running. It was about enabling millions of users to continue enjoying uninterrupted service anytime and anywhere, and proving that digital leadership is defined not just by how fast you launch, but by how consistently you deliver value.

stratpoint
FAST FORWARD TO THE FUTURE

About Stratpoint

Stratpoint is the digital acceleration partner for companies ready to transform. With expertise in agile software development, quality assurance, Cloud, data, and AI, it empowers businesses to boost efficiency, improve decision-making, and gain a competitive advantage in today's digital economy.

www.stratpoint.com hello@stratpoint.com Stratpoint Technologies

