



Mobilise

FreedomPop

# International Expansion

FreedomPop Case Study

FreedomPop is a wireless internet and mobile phone service provider based in Los Angeles, California. The company provides free mobile services, including free data, text and voice and sells mobile phones, tablets and broadband devices for use with their service. Founded in 2011, FreedomPop is backed by Intel, Mangrove Capital, DCM Capital, Atomico, Partech Ventures and Axiata.

FreedomPop has turned to Mobilise for help with launching its new mobile business.

In 2015 the company announced its plans to expand internationally to the UK on Three's network. But considering the cost of setting up an operations office, FreedomPop started looking for other options that would guarantee the quality of service they would offer to the UK customers whilst maintaining low-cost operations.

## | THE CHALLENGE

“Following an extensive search of potential partners, we selected Mobilise to run our operations in the UK when we launched in 2015. Since then, they have been our boots on the ground, handling all our operations in the country and we are delighted that we took the decision to outsource our operation to them.”

Chris Chen  
FreedomPop SVP

After researching the optimum solution, FreedomPop turned to Mobilise to help with launching its new Mobile business. Mobilise utilised its extensive expertise in the telecom industry to provide operations support including regulatory lobbying, service testing, sales and marketing strategy, logistics and fulfilment management, contact centre management, customer relationship management and business process creation.

## | THE SOLUTION

FREEDOMPOP | CASE STUDY



The solution offered by Mobilise supported the FreedomPop launch and helped to establish a steady-state business designed to aid FreedomPop's continued growth.

Mobilise's flexible and cost-effective support services helped FreedomPop to sustainably grow its user base to over 1 million. Mobilise was subsequently invited to help the company in further expansion in the European and LATAM markets until the FreedomPop business was eventually sold.

## | THE RESULTS

“As a result of success in the UK and our faith in the ability of Mobilise, we have also decided to count on them in operating our new launch in Spain, and we look forward to continuing our growth and extend our relationship with them globally.”

Chris Chen  
FreedomPop SVP

Mobilise is a leading provider of SaaS solutions to the telecommunications industry. We are a dynamic and experienced company focused on delivering highly engaging digital-first service propositions and excellent customer experiences. With a strong track record, deep industry knowledge and a team of specialists, we support our clients in building and executing transformational strategies.

[www.mobiliseglobal.com](http://www.mobiliseglobal.com)

## | ABOUT MOBILISE



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