

Trial, Enjoy, Convert

A Telecom Success Story with Try&Buy eSIM

About the Client

A leading European telecom operator sought to enhance its user acquisition strategy by offering free trials of 5G mobile data through a dedicated Try&Buy app. The operator, known for its extensive market presence and innovative digital services, aimed to attract and convert more users by leveraging eSIM technology at large-scale events. The operator wanted a stand-alone solution tailored specifically for event-based promotions to complement its existing subscriber app.

Challenge

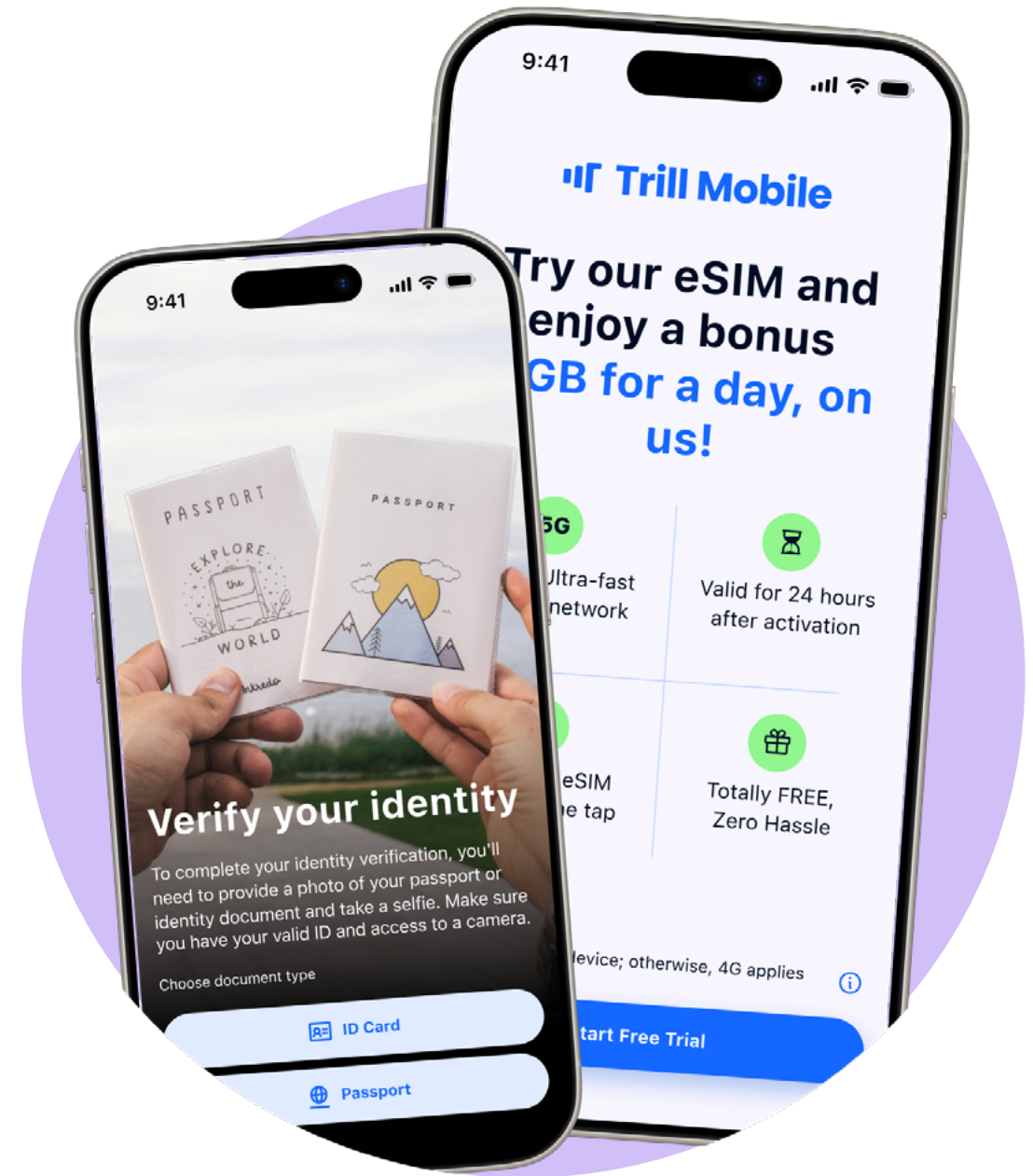
The telecom operator faced a multi-layered challenge in implementing its Try&Buy strategy. They wanted a stand-alone app to promote free trials, as using their existing subscriber app would have complicated the user experience and significantly delayed project delivery.

The app needed to provide a quick and simple onboarding process to maximise the number of trials, ensuring users could easily access mobile data without unnecessary steps.

Additionally, the solution had to integrate seamlessly with their existing systems and an external eKYC provider while fully complying with local laws and regulations. Balancing these requirements while maintaining a smooth and engaging user experience was crucial for the project's success.

Solution

Mobilise used its HERO® White Label Try&Buy App to provide the telecom operator with an effective solution for offering free mobile data trials. The app was branded to match the operator's identity and designed to deliver a seamless onboarding experience. Users could download the app, verify their identity through a quick eKYC process, and install the eSIM directly within the app, making the process as quick and simple as possible.



Solution

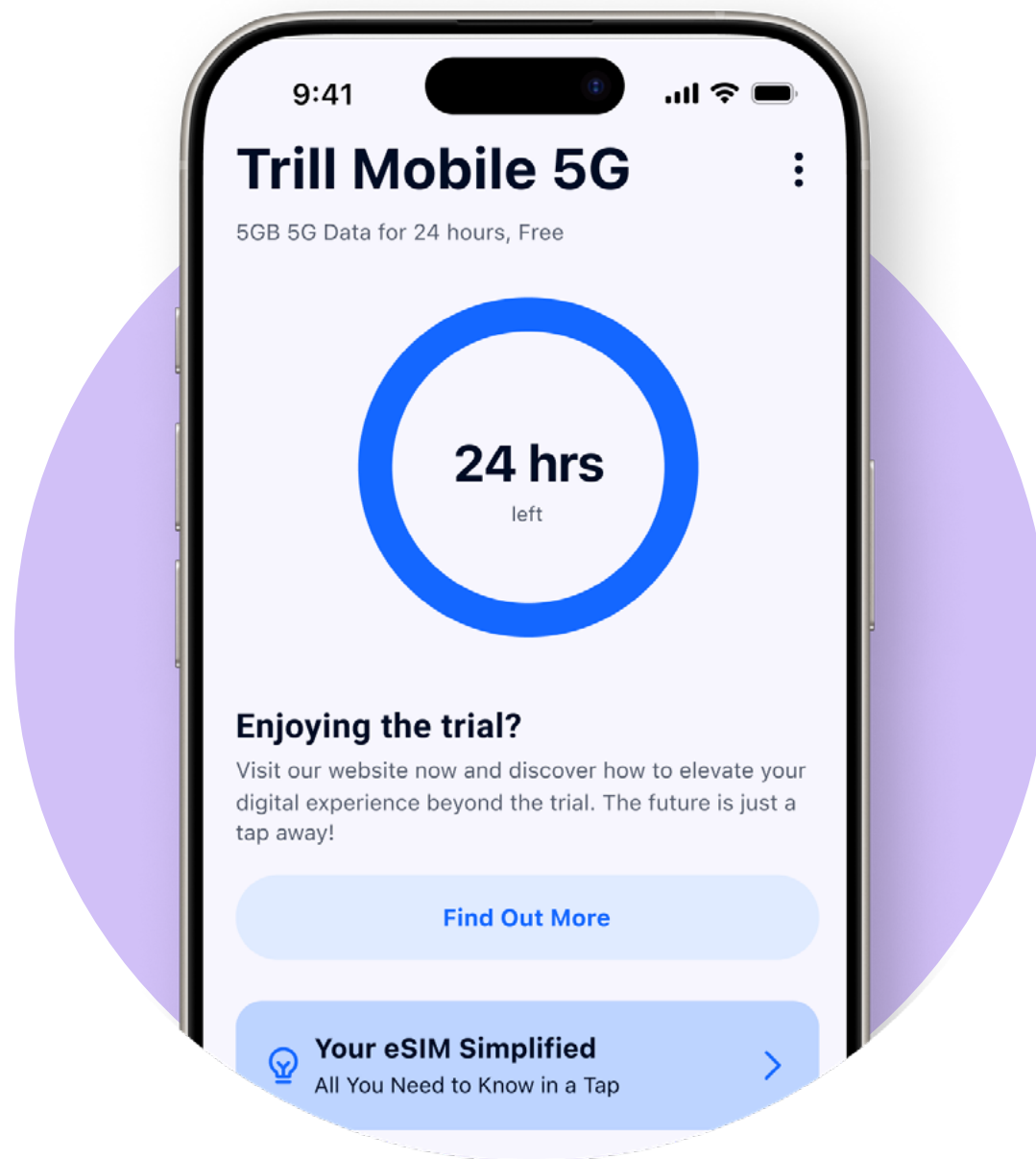
To optimise the user journey and maximise conversions, Mobilise guided the operator in designing an intuitive flow that effectively moved users from download to activation. Integration with the operator's existing systems and the external eKYC provider was completed smoothly, ensuring a secure and compliant experience. Mobilise also ensured the app met all local regulatory requirements without compromising usability.

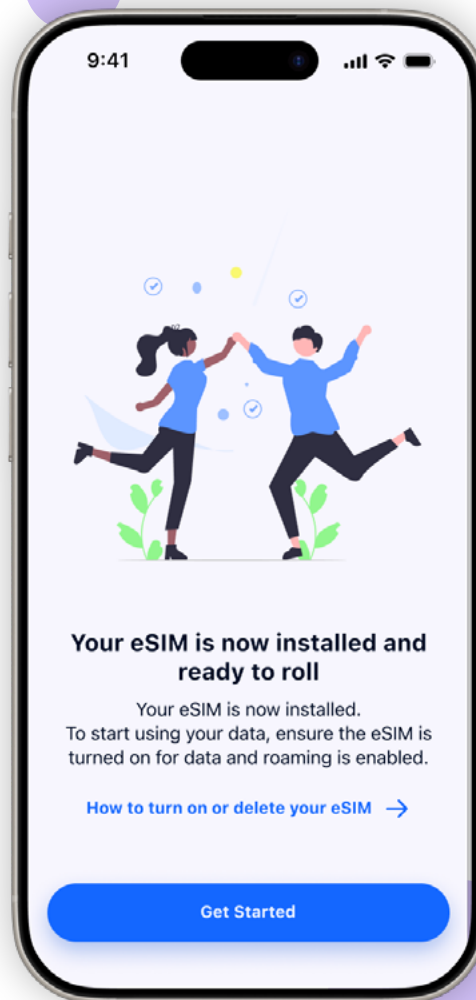
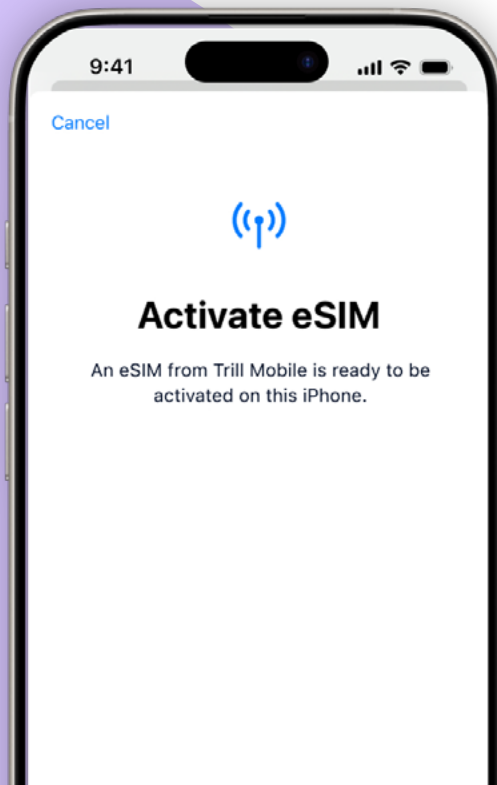
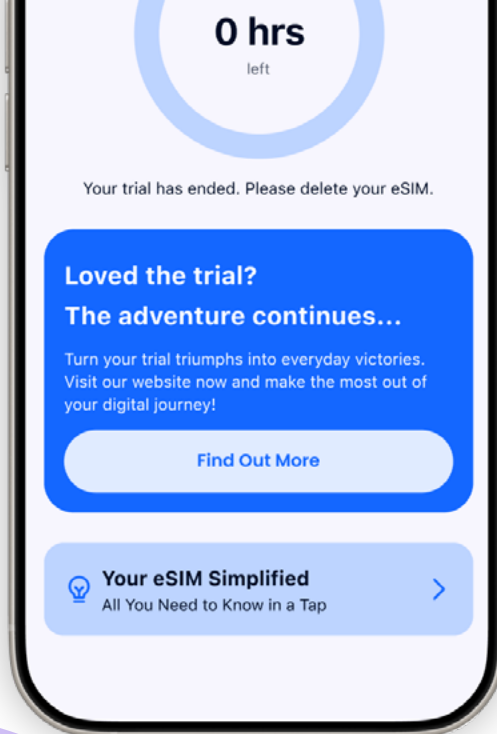
Throughout the project, Mobilise provided continuous support and facilitated efficient testing through the operator's platform, ensuring the app was fully functional and ready for launch. This approach delivered a powerful Try&Buy solution that effectively combined simplicity, compliance, and strategic user journey optimisation.

Results

The Try&Buy app was successfully launched in one country, generating high user engagement and positive feedback. The seamless onboarding experience and intuitive user journey led to a significant number of trials, validating the effectiveness of the approach. Following this success, the operator planned to roll out the app in other markets to expand user acquisition further.

The operator was highly satisfied with the final product and praised Mobilise for its expert guidance and support throughout the project. The effective integration with existing systems and the external eKYC provider ensured a secure and compliant user experience.





The app proved to be a powerful tool for attracting new users at large events, boosting brand visibility and engagement. The project also highlighted an opportunity for improvement by implementing more timely push notifications to keep users informed about their remaining time and data usage, which could further enhance user experience and engagement in future iterations.

About Mobilise

Simplified mobile connectivity solutions

Mobilise provides innovative, modular software solutions for telecoms and beyond, enabling businesses to offer digital-first customer experiences. With a focus on flexibility and engagement, our solutions empower companies to streamline operations, adapt quickly, and exceed customer expectations.

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