# DISHHOME CASE STUDY

Unlocking the value of innovative digital offers and customer experiences

HANSEN

SUMMARY

- Rapid Internet growth in Nepal, including fibre broadband growing nearly 3x faster than mobile, prompted DishHome to expand beyond satellite TV

- DishHome adopted All-in-one Digital BSS, Hansen CCB, to modernise its revenue management and billing, enabling faster launches, more flexible pricing and better CX

- In 2020, DishHome introduced FiberNet, followed by unified billing, allowing customers to pay for multiple services – Internet, TV, Cloud, and more – on one bill, improving convenience and lowering operating costs

- Hansen's All-in-one Digital BSS also enables enhanced partner management of over 5,000 resellers, providing tailored pricing and customer device logistics management, improving DishHome's market reach and service capabilities

- DishHome has become Nepal's second-largest fibre broadband provider, leveraging other innovations, like prepaid wallets and quote-based billing to optimise its financial operations

Growing demand for digital Internet service

Bordered by China to the north and India to the south, Nepal is a relatively small, south-Asian country dotted with fertile plains, forested hills, and the legendary Himalaya Mountain range, including Mount Everest. Home to 29 M people, Internet usage has grown rapidly during the last decade, with 56% of the population regularly using the Internet, up from 34% in 2018. Given to the geo-economic realities, most users currently rely on mobile access for information, communication, entertainment and social interaction. During the same period, fixed broadband usage has grown at nearly 3x the rate, with 11% of the population now gaining access to the Internet using fibre and other cable technologies.
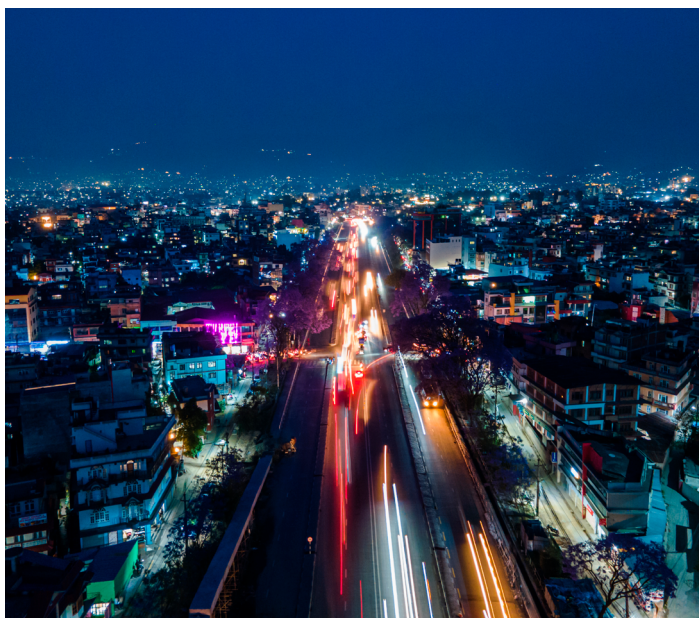
DishHome capitalises on digital service growth

DishHome was founded in 2009 as a direct-to-home, satellite-based (DTH) pay-tv provider. Due to rapid market development, in 2016 they took the decision to replace their existing commercial systems with Hansen's All-in-one Digital BSS, Hansen CCB. This gave them the ability to easily add new products and services and create new offers using a range of flexible pricing and billing options, allowing them to adapt more quickly and effectively to evolving market demands.

Expanding beyond DTH pay-tv, in 2020 the company, launched FiberNet, its fibre-based internet service. Initially, customers continued to receive individual bills for each of their services (e.g. DTH pay-tv, Internet), each requiring a separate payment. DishHome approached Hansen to understand how they could enable the company to enhance its customer experience as it pursued its broader business transformation journey.

Key requirements included gaining enhanced flexibility to monetise an evolving range of services regardless of network technology and with adapted pricing and payment schemes; offering a more streamlined customer billing experience and becoming more agile for managing its highly important reseller partnerships.

Agile, adaptive All-in-one Digital BSS - Hansen CCB

To address its needs for greater revenue and billing agility, DishHome upgraded to the latest version of Hansen CCB, including **multi-service catalog and flexible bundling** capabilities. This immediately opened the potential for enhanced service bundling and offers, as well as billing customers for multiple products and services on a single bill. With this change, new customers could choose their preferred broadband service plan, including DTH or IP-based TV service, depending on availability, thanks to CCB's **multi-broadband network** capability. Adapted payment schemes are also possible, including a new prepaid wallet feature, offering users better payment convenience and budget management.

The new revenue and billing capabilities have allowed DishHome to easily launch and monetise other services, including DishHome GO – a mobile app allowing customers to stream existing and third-party over-the-top content, and Datalaya – a cloud-based storage and computing service targeting small and medium businesses.

Since its early days, a key strength of DishHome has been its expansive network of over 5,000 Dealers, Sub Dealers and Service Franchises who provide direct, immediate service to DishHome customers. Rather than managing them in separate systems like before, new dealers can be easily onboarded and managed by DishHome's Reseller team using CCB's **agile business partnership** capabilities. Partners can be given dedicated wholesale service pricing, including varied billing and direct payment arrangements, helping them drive new business in their commercial regions.

Through CCB's **integrated resource and logistics management** capabilities, DishHome benefits from full, end-to-end visibility and control over its stock of end-customer devices – modems, set-top-box boxes and more - across its combined direct and indirect sales and service network. Together, these capabilities are bolstering its sales and service capabilities, enhancing its ability to get to market efficiently and capitalise on growing market demand.

Key capabilities of Hansen's All-in-one Digital BSS used by DishHome

· Multi-service catalog
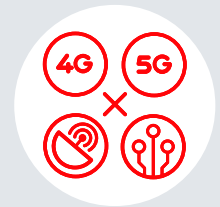· Flexible bundling

Bill management and finance

Agile business partnerships

Integrated resource management and logistics

Multi-broadband network

Delivering enhanced customer experience + real business value

With unified billing, DishHome customers have been able to pay a single bill covering all services purchased. Stage two of the digital transformation journey has enabled DishHome to not just unlock even more product and service combinations, but to also offer enhanced discounts and leverage new features within its prepaid wallet payment option. The use of unified billing also helps reduce the maintenance costs for DishHome, which now only need to maintain a single billing system versus the multiple systems they previously supported for their product lines.
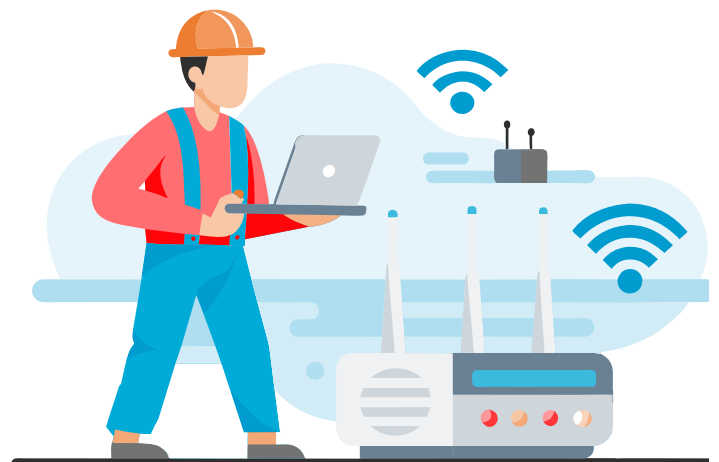
Their latest goal is to evolve from the existing prepaid wallet billing model to a quote-based one (still supporting pre-payments), enabling a deferral of the financial charge creation date, which drives when sales tax is due. By shifting to a quote-based billing model instead, sales charges occur only when a quote is accepted by the customer, deferring the financial charge to a later date and improving the company's financial position. This is made possible with CCB's **billing management and finance** capabilities.

DishHome's expansive sales and service capabilities have allowed it to reach customers across Nepal's cities and populated areas, significantly contributing to its growth. By signing up customers even in the most remote parts, with a growing range of services at different price-levels, combined with a great customer experience, in a short time DishHome has become the country's second-largest fibre-based broadband service provider. In a market with over 50 service providers competing for eager customers, they now hold a 11.2% market share, serving over 345,000 consumers and 500 businesses.

By strengthening its service innovation, pricing, go-to-market, customer experience, and financial accounting capabilities with Hansen's All-in-one Digital BSS, Hansen CCB, DishHome continues to capitalise on new, evolving market opportunities, rising to the top of quickly developing and competitive digital services market.

THE AGILITY FOR FUTURE GROWTH

Today DishHome is one of the fastest growing companies in Nepal's Internet, broadcast, and cloud service industry. With Hansen's All-in-one Digital BSS, Hansen CCB, the DishHome team is excited and confident about the new benefits it can unlock for its customers as the market continues developing and evolving:

"

Hansen has been a core technology partner to DishHome since 2016. This most recent technology upgrade is testament not just to the leadership of Hansen's products but also the true collaboration and partnership of our respective teams. Their ability to have the finger on the pulse of the customer, market opportunities, and ability to bring our customers modern and flexible experiences demonstrates that Hansen is the right partner and a product for us. Even before we have fully realised the benefits of this latest upgrade, we are talking about the future opportunities that we can unlock together to further propel what Dish Media Network can offer customers."

– Sudeep Acharya, Director of Dish Media Network Limited