

SUCCESS STORY

Mobily – FTTH ODB Installation Management Solution

Transforming FTTH Service Delivery Through Intelligent Geographic Segmentation and Automated Order Management

Company Name

Mobily Telecom Saudi

Industry

Telecom

Location

Saudi Arabia

Impact

Enabling smarter, scalable, and customer-centric service delivery

Application

Web Application

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A CASE STUDY

Enabling Scalable, Demand Driven Fiber Installation Operations Across Saudi Arabia

Background

Mobily is one of Saudi Arabia's leading telecommunications and digital services providers, delivering mobile, broadband, and fiber connectivity services to millions of customers across the Kingdom. As part of its continued investment in Fiber-to-the-Home (FTTH) infrastructure, Mobily expanded the deployment of Optical Distribution Boxes (ODBs) to support growing demand for high-speed internet services.

As FTTH coverage expanded across diverse geographic regions, Mobily required a more structured approach to manage installation requests, coordinate field operations, and support large-scale service delivery efficiently.

Problem Statement

As Mobily expanded its FTTH services across diverse geographic regions of Saudi Arabia, the absence of a structured zip code and zone management framework created significant operational challenges. Service requests originating from different regions could not be consistently categorized, making it difficult to allocate field resources effectively, plan installations accurately, and apply region-specific operational rules.

The lack of automated validation, demand-based planning, and standardized service fulfillment processes led to scheduling inefficiencies, inconsistent customer experiences, and reduced operational scalability. Mobily required a centralized, rules-driven operating model capable of streamlining service request management, optimizing resource utilization, and supporting the continued expansion of its FTTH network across the Kingdom.

Solutions

- **Zone Based Service Management Framework**
Designed and implemented a geographic segmentation model that organized service areas into operational zones, enabling region-specific processing rules and more effective service planning.
- **Intelligent Demand-Driven Deployment**
Introduced automated demand evaluation capabilities that align field deployment activities with actual installation demand, improving resource utilization and operational efficiency.
- **End-to-End Order Lifecycle Automation**
Automated key stages of the installation journey including request creation, payment validation, scheduling, fulfillment tracking, inquiry management, and cancellation processing.
- **Unified Customer and Operations Experience**
Integrated customer-facing channels with back-office operational systems to provide real-time visibility, consistent execution, and improved service transparency.
- **Scalable Service Delivery Platform**
Established a flexible operational framework capable of supporting future FTTH expansion, evolving business requirements, and increasing installation volumes.

Business Outcomes

Critical Service Journey Optimization

80% Improved performance across key customer and operational service journeys, delivering measurable efficiency gains throughout the installation lifecycle.

Order Modification Efficiency

77% Faster processing of order adjustments and change requests through streamlined workflows and reduced manual effort.

Customer Service Request Processing Enhancement

35% Improved efficiency of customer service request handling through workflow automation and process standardization.

Challenges Faced

Business Challenges

- **Inefficient Resource Deployment**
Field teams were often dispatched without sufficient demand concentration, resulting in suboptimal utilization and increased operational overhead.
- **Inconsistent Customer Experience**
Installation timelines & service fulfillment varied significantly across regions due to the absence of standardized operational processes.
- **Limited Operational Visibility**
Customers and operational teams lacked a unified view of installation requests, reducing transparency and slowing issue resolution.
- **Scalability Constraints**
Existing processes were not designed to efficiently support increasing installation volumes & ongoing FTTH network expansion.
- **Lack of Geographic Service Segmentation**
The absence of a structured zone and zip code framework made it difficult to apply consistent operational policies and installation planning across different regions.

Technical Challenges

- **Multi-Zone Business Rule Management**
Implementing distinct operational logic for multiple geographic zones while maintaining centralized process control.
- **Demand-Based Installation Automation**
Building mechanisms capable of evaluating regional demand thresholds and automatically initiating installation workflows.
- **Real-Time System Synchronization**
Maintaining consistent order status & lifecycle information across customer portals, middleware platforms, & CRM systems.
- **Dynamic Scheduling & Delivery Planning**
Supporting automated delivery timeline calculations based on zone-specific conditions and demand patterns.
- **Cross-Platform Process Orchestration**
Coordinating interactions between customer channels, payment processes, operational systems, and installation workflows.

Key Areas of Expertise Demonstrated

- **Telecom Service Delivery Transformation**
Designed and optimized telecom service fulfillment processes to improve operational effectiveness & service delivery performance.
- **Enterprise CRM Solution Engineering**
Extended and enhanced Siebel CRM capabilities to support specialized telecom workflows & service lifecycle management.
- **Integration Architecture and Process Orchestration**
Enabled seamless connectivity between customer channels, middleware platforms, CRM systems, & supporting operational applications.
- **Workflow Automation and Operational Optimization**
Implemented automated business processes that improved consistency, reduced manual effort, and increased operational efficiency.
- **Customer Experience Enablement**
Designed digital capabilities that improved service transparency, customer engagement, and self-service visibility.
- **Scalable Telecom Solution Architecture**
Built an extensible framework capable of supporting future geographic expansion and increasing service demand.

Business Connectivity Provisioning Improvement

66% Enhanced execution speed for connectivity-related service requests, reducing delays and improving service delivery efficiency.

Network Service Activation Acceleration

66% Reduced service provisioning timelines, enabling quicker installation readiness and improved operational responsiveness.

Enterprise Service Provisioning Optimization

59% Improved efficiency of customer service request handling through workflow automation and process standardization.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

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