

# MDS GLOBAL SUPPORTS iD MOBILE WITH FOUNDATIONS FOR GROWTH

<https://www.idmobile.co.uk>

## iD Mobile – the UK's largest 100% digital, flexible and personal MVNO

iD Mobile, owned by Carphone Warehouse, is a unique 4G mobile virtual network operator, which operates in the UK using the Three network. It is the first in the UK to offer a single plan type which gives customers greater value, control and freedom.

Launched in May 2015, iD experienced rapid growth, contracting 335,000 subscribers in its first 15 months of operation. Today, with more than 700,000 subscribers, the company targets tech savvy independents and families who are looking to control their spending and take advantage of flexible packages that can work with their fast and changing lifestyles.



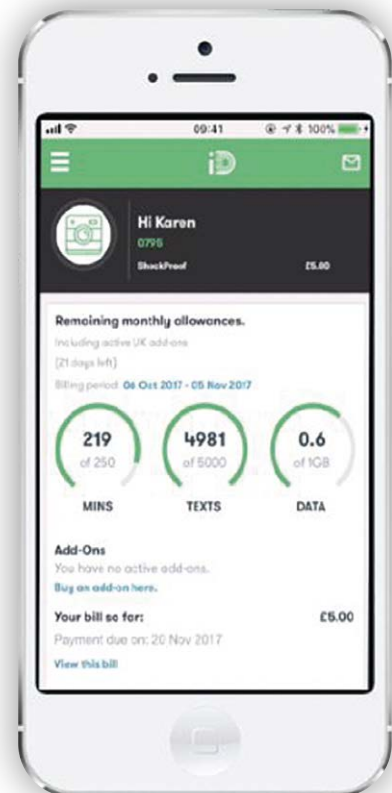
iD Mobile were the first to market with features such as free data rollover and instant tariff updates, which appeal to their target audience by allowing them to monitor their usage, buy add-ons, pay bills, roam inclusively and take advantage of many other features via an app.

This customer centric digital brand enables customers to instantly personalize their plans, view all charges, set spend limits and share balances. This means that iD Mobile remains popular with a customer base that demands value and flexibility.

## The challenge

In a saturated market, any entrant to the mobile operations space has to acquire customers either through significant acquisition expense i.e. gorilla marketing, or with a statement offering and significant service quality differentiation.

Today's communications subscribers are demanding. They want to be



*"We're the first mobile network built around you, giving you maximum control and flexibility according to what you need."*

seamlessly connected to the people, devices, content and experiences that they care about most. They seek more intelligent devices, contextually aware applications, mobile apps and portals that provide access to their personalized content.

iD Mobile took on this challenge. Choosing to focus on customer service, iD Mobile gained a reputation for offering a positive and competitive level of customer experience.

Driven by advanced, responsive technologies, iD Mobile say, “We’re the first mobile network built around you, giving you maximum control and flexibility according to what you need.”

## How did they achieve success?

To achieve superior levels of customer service, iD Mobile’s foundation is built on an integrated end-to-end digital platform, powered by MDS Global’s [VNOOnDemand](#), which offers:

- Real-time management of customer experience
- Order management and provisioning
- Customer care and billing

This functionality facilitates **seamless customer on-boarding, real-time service personalisation and granular data to support custom offers.**

## Power to the people

MDS Global’s end-to-end data availability provides iD Mobile with the flexibility to innovate through **personalisation and customisation**. Features of their service mean that customers can:

- Cap their monthly spend to avoid bill shock.
- Roll over unused data to the next month.
- Roam in 60 countries at no extra cost.
- Buy add-ons and bundles to match their usage experience, facilitating the experience of control.

## Benefits to iD Mobile

MDS Global’s [VNOOnDemand](#) supports the flexibility that is at the heart of iD Mobile’s profitable marketing promise. It assists in improving and facilitating the way that customers interact with their mobile service. This in turn offers:

- Lower operational costs (customer self-service and service management)
- Increased customer loyalty (subscription flexibility, personalised application, lower costs.)
- Higher profitability (decreased customer churn, a growing customer base and lower-cost customer acquisition.)



For further information about MDS’ work with iD Mobile, please [contact us](#)

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