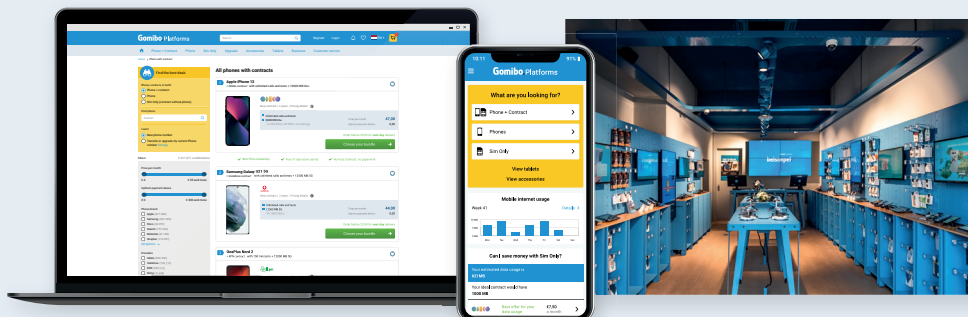*Introducing*

The Only Omnichannel Solution for Telcos

Website | App | Store | Contact Center | Chat | Self-service | Create new channel

Gomibo is an omnichannel platform for telcos. Achieve a true omnichannel experience by powering all channels by Gomibo's core commerce platform. It operates as a commercial omnichannel layer that is decoupled from your core IT systems. Sell and manage all connectivity (fixed & mobile) and physical products to consumers and businesses and monetize your customers. Leave your core legacy systems untouched and enjoy a minimal effort integration. With 19 active telco integrations we have the know-how and hands-on experience to make omnichannel work. Attract new customers with our marketing tools, reduce churn, grow ARPU and boost NPS, all while using your own branding with our out-of-the-box front-end or in a headless setup. Our software proves itself daily on a large scale in challenging conditions, selling more than 1.200.000 phones and contracts per year in 30 countries, 12 native languages, different currencies, and supports advanced multi-brand setup.

Challenging situation for telcos

Digitization is difficult in the telecom industry

Most telcos built their platform by customizing and merging software from many vendors together. This originates from the absence of software that meets the requirements of selling and servicing telecom products. So, a typical telco architecture is expensive to maintain and hard to expand. Change is difficult because most traditional IT vendors thrive on this issue: they sell development hours instead of software products as a solution.

This is what our platform can do for you

Our platform enables telcos to sell connectivity and to offer all telecom products and services that their customers require. Gomibo offers not just software, but also the services you need for a complete customer journey.

Leverage our telecom experience

Omnichannel platform built from scratch

Over 16 years ago, we started on a mission to enhance telecom commerce for providers and their customers. We knew that patching up old systems to build a telco commerce platform was not the answer. So, we decided to build it ourselves, from scratch. This has allowed us to create our omnichannel platform specifically made for telcos.

Minimal integration

Gomibo can integrate at the edge of your current stack without much hassle. So, no need to replace your existing BSS or your core IT systems. We prefer to use APIs following the TMForum standards. If legacy platforms lack APIs, we are able to bridge via robotization or do it manually. We are successfully integrated with 19 different operators already, usually via existing APIs.

Sell and launch promotions even before your BSS is ready

Many telcos struggle with the time-to-market of new products and services. Therefore, Gomibo software offers you the possibility to sell new offers even before your BSS is ready to support it. Thanks to our queueing mechanism, the order will be received correctly and processed later on once the BSS is ready. This opens up enormous new commercial opportunities.
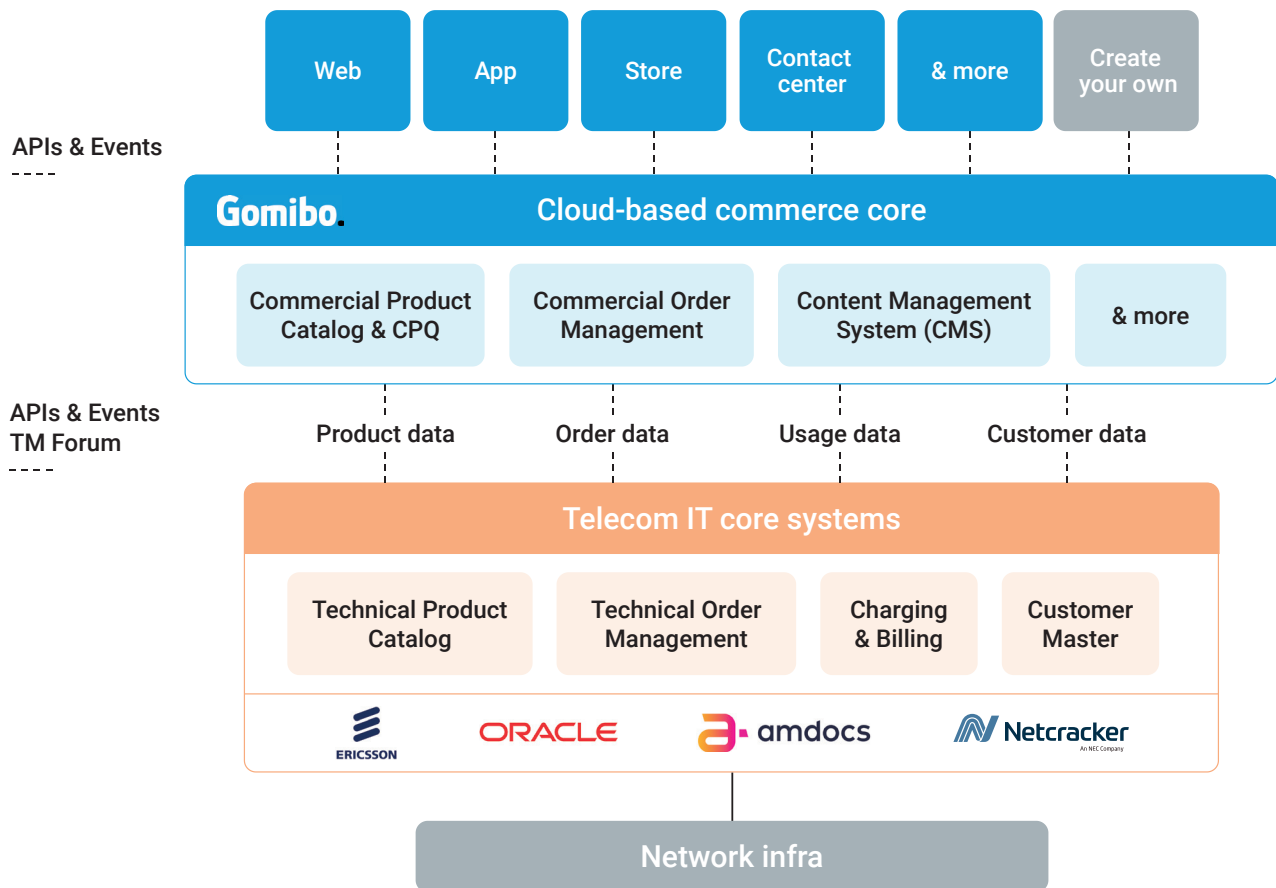
Use our dedicated Agent CRM

Scalable service without draining your resources

In addition to the included standard CRM features, the Gomibo software offers much more. It is a omnichannel CRM that supports all channels for B2C and B2B(2C). It also supports household/families (self-service) management in the customer account set-up. Agents work task and skill-based which results in customer feeling heard. Our Agent CRM system also automatically offers personalized up & cross-sell products to the customer based on their behavioral patterns. And much more.

Self-service first

Our timeline-based case management tool includes all customer contact and shows an agent a summary as well as which self-service option the customer used.

It is an example of our vision on CRM: it is not just a collection of information; it should help the agent to do their best work by providing relevant features like review management to build customer relationships. Relevant tips & tricks are also provided based on the customer order. This is fully customizable based on your needs, all created to promote self-service which decreases the time spent on customer questions.

Complimentary power of the app

All the functionalities of the website are also available in the app. However, the app provides additional functionalities. It is possible to send relevant notifications to your customers for up-sell or cross-sell purposes, but also for retention or promotional purposes. The app can also verify your customers using NFC and the power of eSIM can be unlocked.

Marketing tools made for telcos

Expand your revenue

All the marketing and service communication is captured in one place with the Gomibo software. This opens up the possibility for CRM marketing using our dedicated algorithms. In addition, the A/B testing tools allow you to aim at improving the KPIs important to you, like the ARPU.

### Access to abundant marketing tools yourself

Configure the Gomibo omnichannel platform out-of-the-box in your style or use our software headless and build the front-end completely in line with your own branding guidelines. Create specific loyalty or closed user groups discount campaigns with our voucher tool yourself within minutes, no IT support needed. Also, you can monetize your platform by offering grid-based marketing spots to your partners.

Leverage personalization

By offering personal loyalty or closed user group discounts, customers can be retained. Next to a reduction in churn, you can choose what customers see which promotions and prices to maximize your profit. Help your customer choose with our highly personalized recommendation tools. In the end, this layer of personalization will improve the customer's experience, which is seen in our 9.4 out of 10 rating (50,000+ reviews) with regards to the customer journey.

Acquire more traffic

Generate more traffic using our SEA and SEO tools, and our affiliate platform. Also, increase your leads by having your customers sign-up to a newsletter or to out-of-stock notifications. With the platform you are also able to easily publish blogs and news article about your product developments.
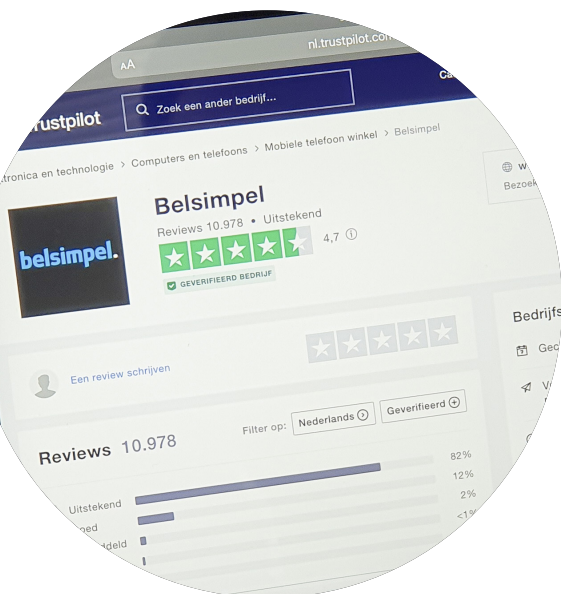
Landmark case: Belsimpel.nl

Belsimpel.nl has grown to become the mobile phone market leader in The Netherlands. They achieved this by selling mobile phones, contracts and a combination of both, generating a yearly revenue of €450 million. This growth was made possible by the hyper-efficiency which is embedded in the Gomibo omnichannel software. The software implementation increased sales because of the powerful comparison tool, high conversion and continuous software improvements by A/B testing. While the sales were increasing for Belsimpel, the support it had to offer to its customers actually decreased because of the extensive self-service possibilities. The combination of these factors has made Belsimpel the biggest player in The Netherlands and made them decide to expand their operations across the borders to the whole of Europe.

Become an innovative omnichannel telco

Many telcos have the ambition to become digital omnichannel telcos, but just a few manage to get there. At Gomibo, we have a clear vision to help you to find your path towards future growth. In our software development, we already work on this distant future because we believe that our software should facilitate your (customers') future needs.

🚀 Improve your ARPU   📉 Lower your costs   🙂 Improve your NPS
+100