

Driving the Shift to a **Digital-First CSP**

As part of its Digital First ambition, a Tier 2 Bulgarian Telco operator set the goal of having 95% of customer interactions digitalised and 30% of sales to be generated through digital channels by the end of 2025.

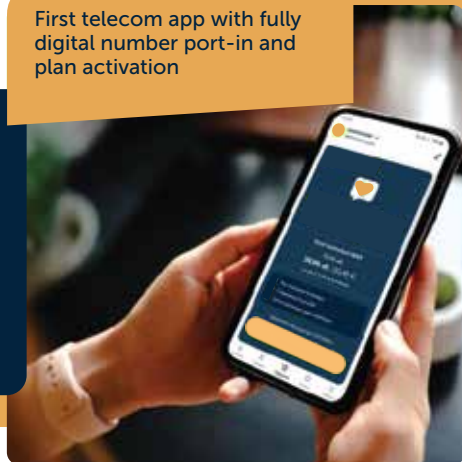
With the support of Celfocus, the operator implemented a **modern Digital Architecture** to enhance non-assisted channels, enabling both e-shop and self-service capabilities.

First telecom app with fully digital number port-in and plan activation

Mobile App best rated

Manage your services and discover more

#1



CHALLENGE

The Tier 2 Telco operated separate technology stacks to support its non-assisted channels:

- One for self-service, covering both mobile app and web.
- Another for e-shop, covering only web.

This fragmentation hindered scalability and reduced the organisation's ability to accelerate time-to-market.

SOLUTION

Celfocus supported the operator in the management of its end-to-end Digital Transformation Programme, coordinating multiple technology partners to deliver a headless digital platform aligned with the TM Forum Open Digital Architecture.

This approach accelerated time-to-market while minimising disruption to digital channels throughout the ongoing BSS transformation programme.

BENEFITS



Reduced Time-to-market



Increased Digital Penetration



Improved Customer Experience



#1 Telecom App in Bulgarian App stores



Business Growth and Scalability

Live since November 2025, the App has been fully redesigned, enabling customers to complete **key journeys entirely digitally from start to finish**. The App now supports all core processes across sales, service, billing, roaming, and checks. It also introduced a **market-first in Bulgaria**: fully digital number portability and new plan activation, seamlessly integrated with know-your-customer (KYC) and e-signature capabilities.

Making Data Actionable.

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