

VIVA primed for further digital transformation

'VIVA is committed to digital transformation and will work continuously to bolster its digital offerings'

● VIVA's latest steps will support Bahrain's Economic vision 2030 by playing an active role to provide the needed technological support and market visibility to strengthen Bahrain's position on the map as a regional hub for digital transformation.

TDT | Dubai
Mohammed Zafran

VIVA's way forward will be with a stronger focus on digital transformation and innovation while continuously adapting to the changing customer needs, according to its Chief Executive Officer.

The changing times and landscape has called for a shift in focus at VIVA, with the company's goals now firmly planted on introducing innovative digital solutions in addition to technological investments to help enhance lives of their customers, he pointed out.

The telecommunication company has recently released several services in the digital realm, and will continue to do so vigorously, said VIVA CEO Ulaiyan Al Wetaid. He was speaking to reporters during a media roundtable session at STC's stall at GITEX held in Dubai yesterday.

According to him, VIVA's latest steps will support Bahrain's Economic vision 2030 by playing an active role to provide the needed technological support and market visibility to strengthen Bahrain's position on the map as a regional hub for digital transformation.



“VIVA places innovation and digital transformation at the heart of everything we do and has taken great steps towards this by launching innovative products and services that allow to better serve customers.”

MR AL WETAID

Digitisation

Mr Al Wetaid said that VIVA is committed to digital transformation and will work continuously to bolster its digital offerings.

“VIVA places innovation and digital transformation at the heart of everything they do and has taken great steps towards this by launching innovative products and services that allow to better serve customers.”

“VIVA has worked continuously to bolster its digital operations, and its strong subscriber base is the foundation of its continued growth and success.”

“Customers have been the key drivers for VIVA to pursue technological innovations and deliver product portfolios that are relevant and responsive to their needs.”

“And keeping up with technological changes, adhering to evolving customers' requirements and introducing digital services that are powerful and simple solutions designed to enrich the customers' lives and create a truly integrated digital experience is at the core of VIVA's offering.”

“The typical services telecom operators offer its customers, are no longer enough, which is why VIVA expanded its offering beyond the telecom pure play services such as voice and data, to offering services around the handset; device financing, trade-in, handset insurance and lifetime handset proposition.”

“As a major consumer facing organisation, customer engagement and the delivery of the best possible service has always been a primary focus for us.”

“VIVA has been consistently market leaders when it comes to introducing new, innovative and an increase number of contact channels such as website and mobile application based live chat, WhatsApp, social media and email.”

“The increase in the number of channels available for customers has seen a major increase in digital interactions, reaching a monthly peak in 2018 of 200,000, compared to just 13,000 voice calls.”

“Digital transformation also plays a major role in our delivery of world class customer service and a number of our recent innovations have been

specifically developed to make the lives of our customers easy and rewarding as possible.”

Digital Offerings

Describing some of the new digital offerings introduced, he said, “An example of our initial digital offerings and marking Bahrain's first advancement into the realm of connected digital solutions has been with VIVA Connected Life – that served as an epitome of breaking boundaries, progression, creativity and innovation.”

“Focusing on the most important aspects of life - home, car, health, family by making them available to the community through large physical devices embedded with electronics, software, sensors, automations and actuators that enables limitless connectivity regardless of location. All this connected, monitored, controlled and secured with the simple swipe of

a finger under Bahrain's fastest and widest 4G LTE provider.”

“For example, VIVA Skiplino is a highly innovative and consumer focused new cloud-based system that serves both walk in customers and customers who would like to book their visit to our retail stores remotely, offering greater flexibility and time efficiency. This allows customers to visit when convenient and minimise any waiting time.”

“We have witnessed a 64 per cent increase in the number of visitors compared to the same period of last year. With an increased acquisition rate to reach 16pc when compared to 2017, this is a direct result of the new, easier and user-friendlier system that offers more flexibility.”

“Another example has been the introduction our new VIVA Self-Service Machines (SSM), a ground breaking new self-service digital branch with advanced features that help customers manage some of the quick services needed without the need to visit and wait inside any of the VIVA retail shops.”

“It allows services such as payment, recharge, SIM-replacement, service modification, plan charge, and the activation of add-on services. Adding to this, we have also introduced an all-new convenient, easy and rewarding online shopping experience, with our VIVA Online store, shop.viva.com.bh, provide our customers the ease and accessibility to shop their favorite smartphones and plans online. And adding to our growing digital services is the recently launched VIVA Cash - our Mobile Financial Service, which we believe will lead the future of FinTech in Bahrain,” he added.



VIVA Self-Service Machines (SSM) is a new self-service digital branch with advanced features that help customers manage some of the quick services needed without the need to visit and wait inside any of the VIVA retail shops

Man steals money to buy dog

● The accused was tried before the Lower Criminal Court which gave him a suspended six month's imprisonment.

TDT | Manama
Ali Tarif

A young Bahraini stole BDI,700 from his close friend and spent it on buying a dog, car accessories and a phone, the court heard.

Being a good friend, the victim would often host the accused in his apartment, say prosecutors.

The accused allegedly stole the money from his friend's apartment while the victim was away at a gym.

However, the identity of the accused was revealed after the police officers reviewed images caught by CCTV cameras installed in the building.

“He would often visit my apartment. But I never thought he would do this to me,” the victim told prosecutors.

The accused was tried before the Lower Criminal Court which gave him a suspended six month's imprisonment.

However, the matter was settled outside the court by “the friends”.

“The defendant has to return the BDI,700 to the victim, or else he will be sent to jail,” the ruling stated.

New batches to start at IMAC

● Fatima Al Mansoori, Bahraini Yoga Therapist and social activist will join the Centre as their “Brand Ambassador”

TDT | Manama

The Indian Music Arts Centre will commence classes for the new batches at October 19 at its four centres in Manama, Riffa, Budaiya and Muharaq.

Fatima Al Mansoori, Bahraini Yoga Therapist and social activist will join the Centre as their “Brand Ambassador” and she will head the Yoga department, said Francis Kaitharath, the Chairman and Managing Director of the institute.

The centre is having their own Professionally Qualified Staff to give training in various subjects like Dance (Classical and Cinematic), Carnatic Music, Instrumental Music, Drawing, Painting, Yoga, Karate and Kung-fu.

The children being trained at the Centre have achieved many awards like Kalashree, Kalaprabhitha, Kalathilakam, Balaprabhitha after taking part in ISB Tharang, BKS Balakalotsavam and various School Youth Festivals.

Businessman honoured



The Bahrain Keraleeya Samajam honoured Jehad Bukamal, Chairman of Bukamal Group of Companies by presenting BKS Business Excellence Award in a glittering function during BKS Onam Navarathri Fest. The BKS award was given by Samajam President P V Radhakrishna Pillai in the presence of BKS General Secretary M P Raghu, Treasurer Dileesh Kumar V S and other Executive Committee members. Mr Pillai acknowledged Mr Bukamal's contribution towards the society, his leadership and management skills. The programme was followed by a musical night by Kallara Gopan, Sangeetha Prabhu and Parvathi Menon and a comedy show by Anoop and Abhilash.