



moldcell^{CG}

Moldcell Achieves Cloud PBX Leadership by Connecting 1 000 Numbers in Just One Year

Partnering with Digital Tide to grow B2B sales and lead the market

About Moldcell

Founded in 2000, Moldcell is a leading mobile operator in Moldova, quickly becoming the second-largest by subscribers in a population of 2.5 million. The company offers mobile communication, Internet, and business solutions. Major competitors include Orange Moldova and Moldtelecom.



1 000 numbers
Connected in 1 year



250 Corporate Clients
Attracted within the first year



Leadership Position
Became the leading
Cloud PBX provider
in Moldova

The Situation

Moldcell identified a growing demand for advanced features like call recordings, analytics, and CRM integrations, prompting the launch of a comprehensive Cloud PBX service. Unlike competitors offering outdated on-premise systems or rigid Asterisk-based platforms, Moldcell focused on a modern telephony solution with an intuitive interface and configurable features.



After selecting the service type, Moldcell sought a Cloud PBX vendor that met the following specific criteria:

- Experience With Mobile Operators
- Support for Integration With Ericsson IMS and FMC
- Ready-Made Integrations With Popular CRM Systems
- Comprehensive Service Support
- Ability to Handle Carrier-Grade Loads

The Solution

Moldcell partnered with Digital Tide in 2018 under a revenue-sharing agreement that required no upfront investment. Digital Tide contacted Moldcell's clients to showcase effective sales strategies and recommended appointing a specialist to become a product expert on the Cloud PBX system. This approach empowered sales reps to rely on expert support consistently.



Advertising Focus

Strong focus on advertising and client acquisition



Enterprise Growth

Targeting enterprise clients as a strategic growth area



Sales Resilience

Successful sales growth despite lacking Fixed-Mobile Convergence (FMC) integration at launch

Since its launch in 2018, Digital Tide has worked closely with Moldcell, assisting in specialized events, platform updates, employee training, knowledge base expansion, and consulting on various matters.

Implementation process



Platform Deployment

Moldcell now has API access for platform management and billing integration for SIM card traffic. Digital Tide established support tiers and addressed common issues.



Customization and Localization

The interface and features were adapted to Moldcell brand and regulatory needs, with local compliance and language support.



Employee Training

Moldcell teams received targeted training on product features, sales, and support, enabling them to deliver the service confidently to clients.

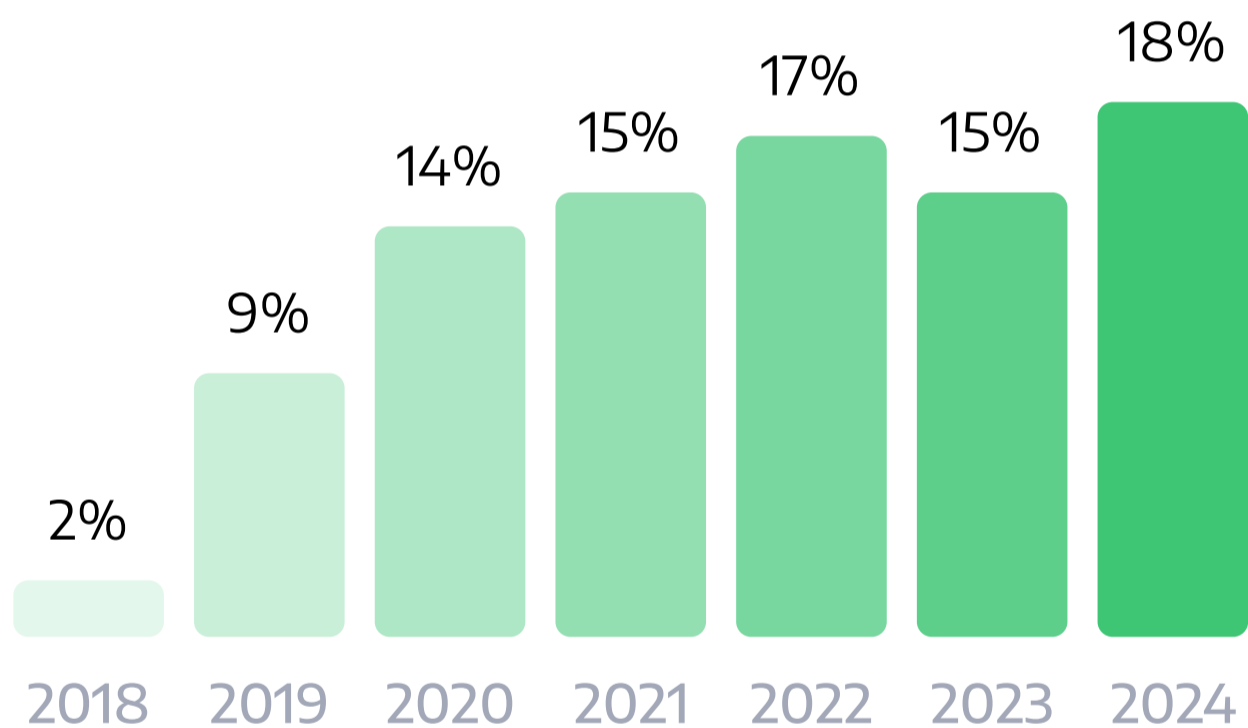


Service Development

The launch targeted corporate clients, offering SIM and Internet integration, with growth accelerating after an October 2018 event showcased service benefits.

The Outcome

- By the end of 2018, Moldcell, 1 000 numbers connected in a period of 1 year.
- 250 corporate clients attracted within the first year.
- Molsel has taken a leadership position. It has become the leading provider of cloud PBX solutions in Moldova.



% of Cloud PBX Revenue in Total B2B Value
Added Service Revenue

“While our competitors also provide business phone systems, we believe their platforms lack the robustness of ours. We know that some of our competitors' partners have chosen to utilize our Cloud PBX.”

Liviu Pușcă

Head of New Directions and Portfolio Management Section at Moldcell

Conclusion

Moldcell's partnership with Digital Tide has transformed B2B communications in Moldova with a Cloud PBX system, offering multi-channel numbers and hosted features. This innovation enhances efficiency and client connections.

**Interested in improving
your telecom services?**

Contact us to learn how to launch your own white-label Cloud PBX service with support from the Digital Tide team.





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