

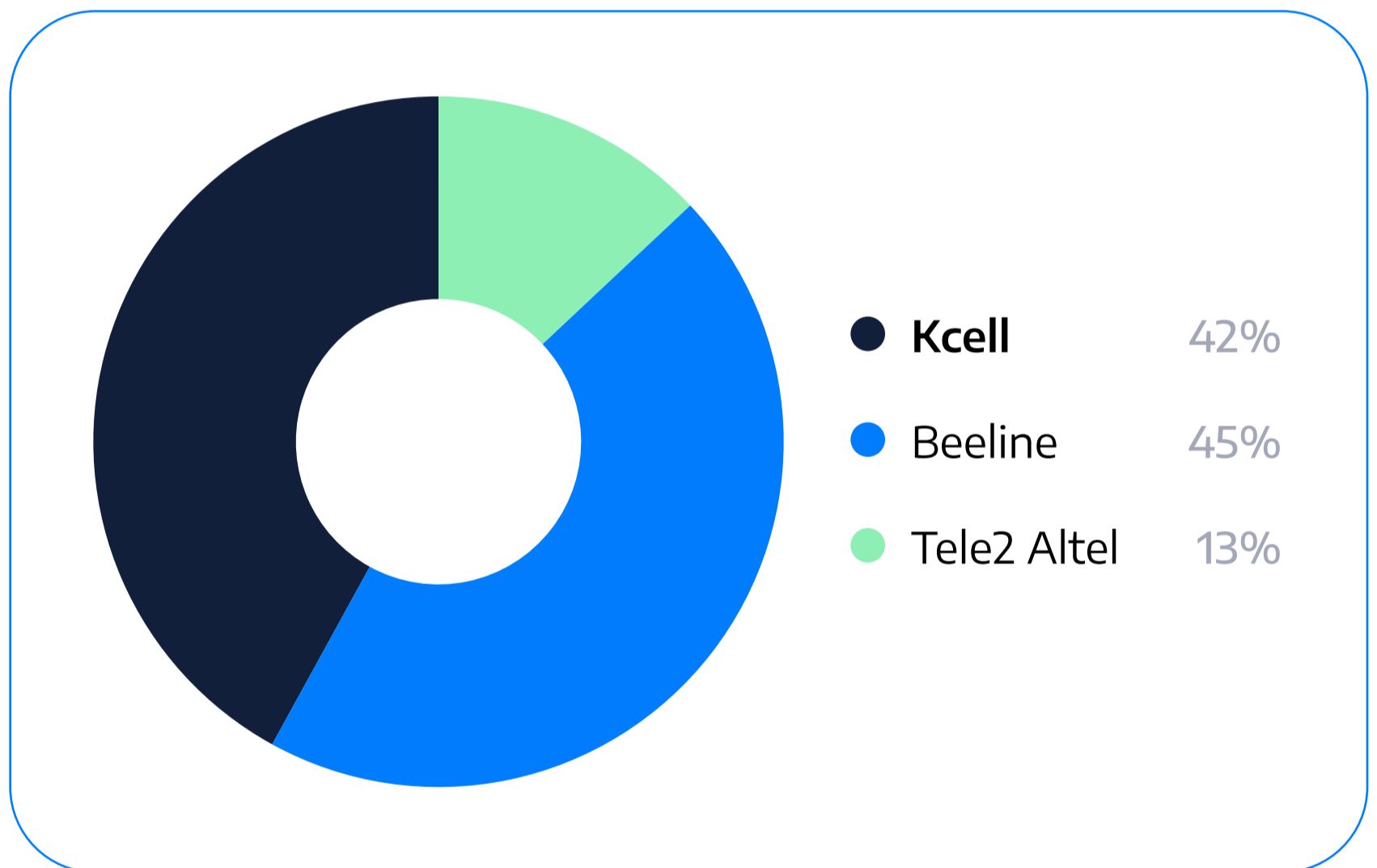
Kcell

**Success story:
how Kcell became
Nº1 in the Cloud
PBX market**

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

About Kcell

Kcell is the one of the largest mobile operators in Kazakhstan, with around 42% market share. In 2018, Beeline, the largest operator in Kazakhstan, launched a Cloud PBX service, increasing competition in the B2B segment. Kcell needed a Cloud PBX solution to stay competitive in B2B, increase Average Revenue Per User (ARPU), and support its sales team with better tools.



Kazakhstan mobile operators market

The Problem

Kcell's SIM card sales were growing slowly, which made it hard to reach revenue targets. The parent company, Telia Sonera, planned to boost revenue and introduce new innovative B2B services. Without a Cloud PBX service, Kcell risked losing business clients who were looking for more advanced communication tools from other providers. At the same time, CRM systems were becoming more popular, and integration with telephony became a basic requirement.



Choosing the platform was easy — Digital Tide had the right product and strong experience. But to launch the service, both teams had to work closely together to solve several challenges:

- Lack of experience with B2B SaaS products, so legal teams had to verify all aspects to follow local laws.
- Complex internal IT systems
- Strict security requirements

The Solution

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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

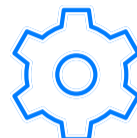
Future plans include enabling SIM-to-PBX integration as the next milestone for service development. Digital Tide's expertise and proactive technical, marketing and sales support enabled Kcell to achieve leadership in Kazakhstan's Cloud PBX market.

Implementation process



Platform Deployment

Digital Tide's platform was integrated into Kcell's infrastructure, ensuring secure connections and seamless compatibility with existing systems.



Customization and Localization

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



Employee Training

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

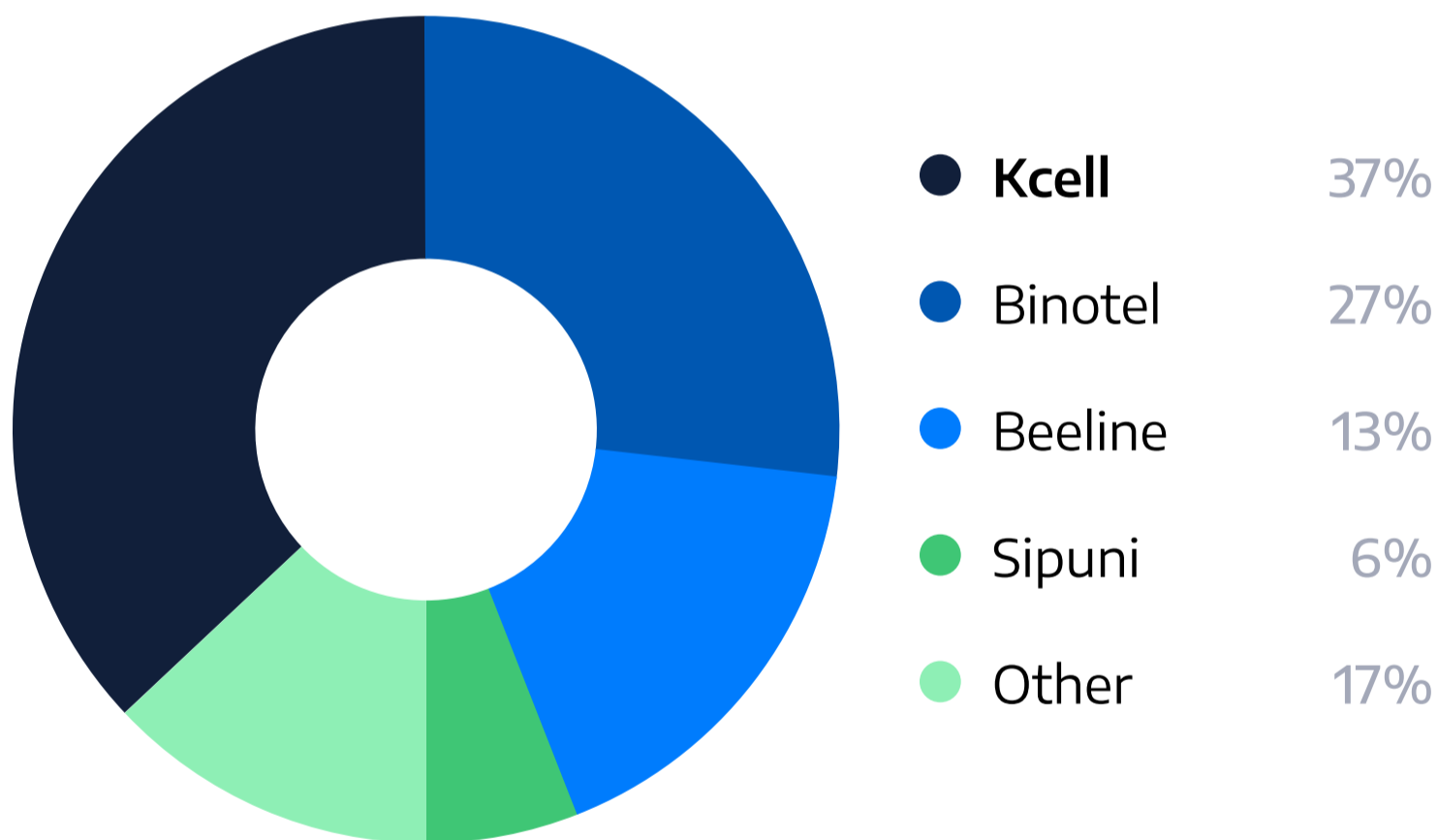


Service Development

The launch focused on enterprise clients, with ongoing improvements and plans for SIM integration to expand service capabilities.

Results in Numbers

- By 2023, Kcell's Cloud PBX captured a 37% market share in Kazakhstan.
- Significant sales growth was achieved despite the absence of FMC integration.
- Kcell established itself as the market leader in Cloud PBX services.



Main players in the Kazakhstan PBX market
by number of clients, 2023

Digital Tide's collaborative approach and high-quality Cloud PBX platform were instrumental in our success. Together, we overcame complex challenges, retained existing customers while gaining new ones, and positioned Kcell as a leader in Kazakhstan's telecom market.

Dina Shigenova

Product Owner

Conclusion

Kcell's partnership with Digital Tide has elevated B2B communications in Kazakhstan through the launch of a robust Cloud PBX platform. This solution delivers advanced telephony features and CRM integration, empowering businesses like Kcell to operate more efficiently and stay competitive in a rapidly evolving market.

**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.





 alex@digitaltide.io

 digitaltide.io

 +48 792 336 480