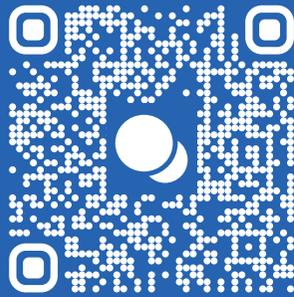


Let's talk



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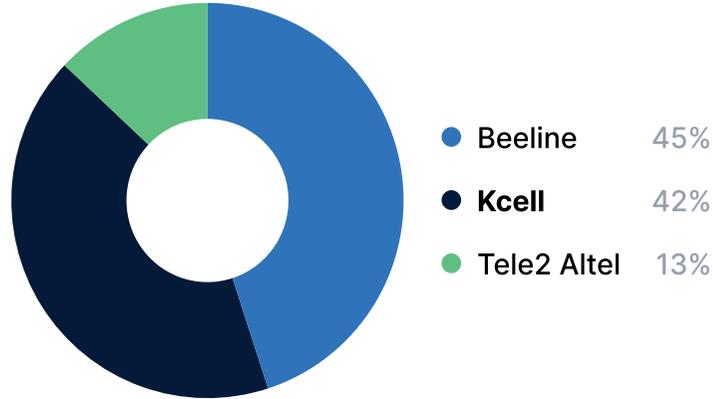
Case Study 1: Kcell Kazakhstan

The Goal: Taking the Number 1 Spot
in a Competitive Market



The Situation

Kcell is a massive player in Kazakhstan with a 42% market share. Back in 2018, their biggest competitor, Beeline, launched a Cloud PBX service first. This put Kcell in a tough spot because it was losing its corporate B2B clients to a more modern solution. They didn't just need to launch a product; they needed to win back the market.



Mobile operators market in Kazakhstan

The Challenge

The project was complicated because Kcell has very strict security requirements and complex internal IT systems. They needed a partner with experience working with Tier 1 operators and the “heavy lifting” of local laws and technical integrations.

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

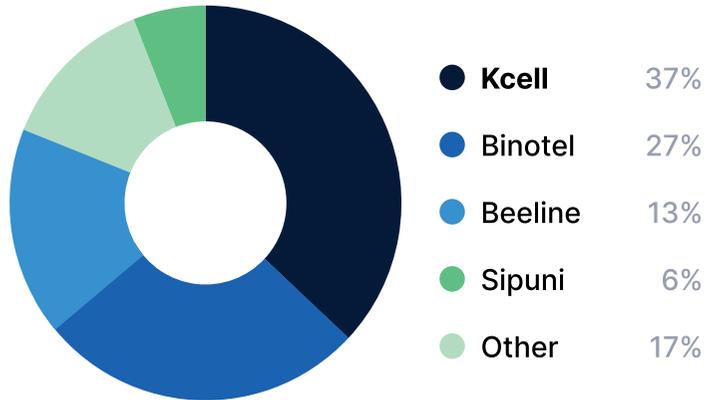
Interested in improving your telecom services?

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



Results in Numbers

By 2023, Kcell didn't just catch up; they took over. They now hold 37% of the country's Cloud PBX market share. They successfully transitioned from being "behind the curve" to being the clear market leader.



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

Conclusion

The Kcell case is the perfect example of how an operator can partner with Digital Tide to achieve Market Dominance. It shows that even if you aren't the first to launch in your market, you can become number 1 by having a more robust and better-supported platform.

The Solution

Digital Tide stepped in to deploy a white-label, fully localized Cloud PBX. Going beyond simple software delivery, we collaborated with their teams on employee training, sales support, and technical customization. This enabled Kcell to offer a service that felt native to their brand but performed better than the competition.



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

Implementation process



Platform Deployment

Integrated the platform directly into Kcell's infrastructure, ensuring full security and seamless compatibility with existing systems.



Customization and Localization

Adapted the entire interface to meet local regulations, language requirements, and Kcell's specific brand identity.



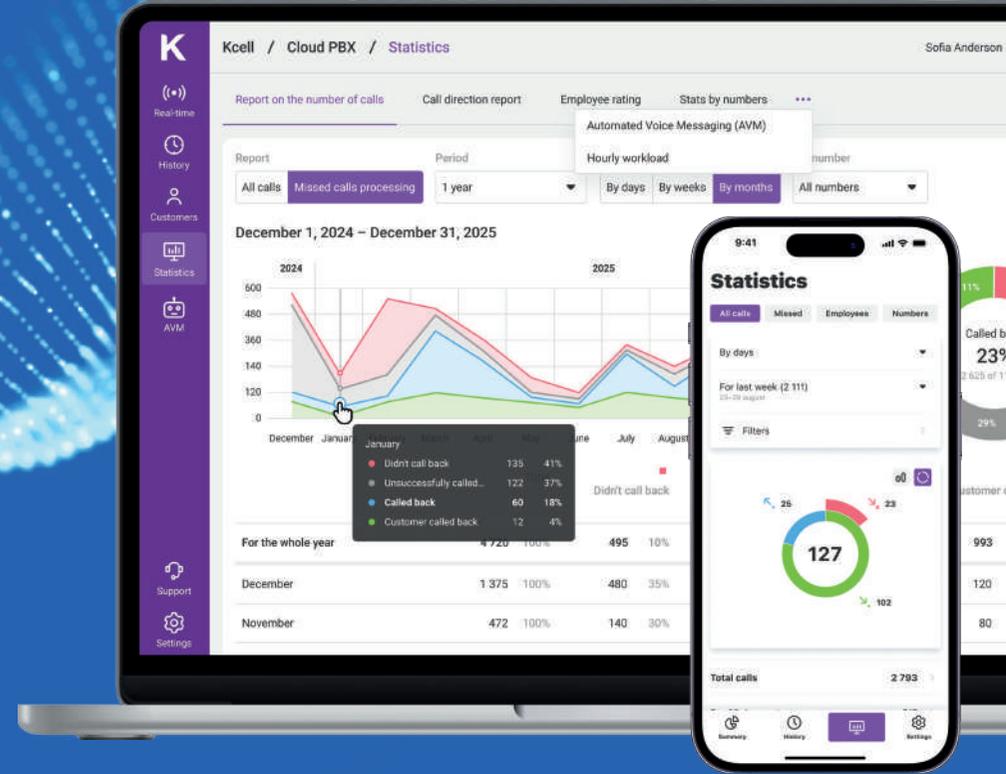
Employee Training

Provided targeted training for sales and support teams, empowering them to confidently sell and manage the new service.



Service Development

Launched with a focus on enterprise clients, including continuous feature updates and future SIM integration.



The fully localized interface, with real-time analytics, created for Kcell, was easy to use from any device.