

The operator explained why when you transfer the number you can disappear

Many subscribers when moving from one mobile operator to another face an unexpected problem – a temporary loss of communication. Although usually we are talking about several hours, it causes anxiety and irritation. Especially if no one warns what is happening and how soon the connection will be restored. Angelica Zorova, the head of the customer experience in Sbermobail, told what such malfunctions are connected with and what the company did to smooth them out.

The problem begins with the fact that at the time of the transition the number ceases to belong to the old operator, but is not yet fully activated in the new networks. Additionally, technical difficulties arise: it may happen that the number has not completed the registration in the database of the transferred numbers (BDPN). Then the subscriber can neither call, nor gain access to the Internet – the message “No network” simply appears on the screen.

There are other situations. The number has already been postponed, but other operators have not yet updated their databases. In this case, the connection partially works: you can use the Internet and call inside the new network, but it is impossible to take calls from other operators. Without information about the causes of such failures, users accumulate irritation and anxiety, which causes massive appeals in support.

To solve these problems, Sbermobail launched the SMS-informing service “Care after MNP”.

Our main task was not to abandon customers on the first day after the transition and not to stop the business processes related to the portion at the moment when a new agreement was concluded.

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Angelica Visa
Head of the Client Experience in Sbermobail

Now each new subscriber receives an SMS with confirmation of the Sbermobail network. After that, the operator starts checking all databases. If a failure is detected, the client immediately receives a message that the company is aware of the problem and is already working on its elimination. If the transfer is correctly, the final notification comes, as well as a warning that during the day there may be temporary restrictions on receiving messages from short numbers.

This approach significantly reduces the load on the call center and helps to reduce the anxiety of subscribers.

We strengthened control over all the stages of the transition and prepared a warning system for customers. It makes all processes as transparent and comfortable as possible, without leaving a person in ignorance. So far, this is the only example of a concern for subscribers after MNP on a Russian telecom market.

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Although it is still impossible to completely avoid a short-term lack of communication, informing helps to maintain the confidence of the client and reduce the level of discontent.