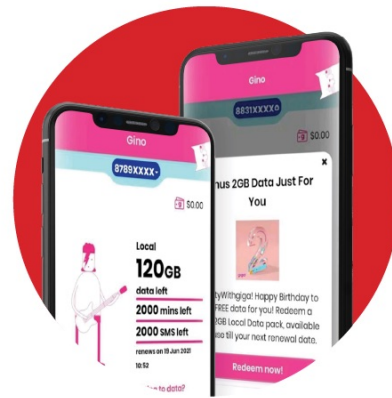


Temus success story:

Delighting StarHub giga! users with insight-driven mobile experiences built on OutSystems' low-code platform



Background

In 2019, StarHub set out to launch an MVNO offering that would offer their customers complete control of their mobile service at their fingertips. As they were working against highly competitive telcos in Singapore, this solution had to reach consumers within 6 months.

Partnering with Temus, which comprised a lean, multi-disciplinary team of experienced app delivery managers, technical experts and user experience consultants, StarHub was able to conceptualise and launch giga! – an award-winning consumer mobile application and one of the first B2C apps in Singapore to be built on OutSystems' Low-Code platform.

The giga! Vision

giga!'s value proposition was to be a *“Fully digital telco that provided superior customer experience”*

When the giga! app was conceived, there were several key goals that had to be met:

1. User Experience

First the user experience and user interface had to be engaging, attractive and also intuitive to cater to their target market.

3. Accessibility

The solution needed to be available on web and iOS and Android, and allow customers to access rich features and get the latest in application updates in the most convenient ways possible.

2. Speed to market

Despite all these goals or challenges, it was still critical to launch as fast as possible due to the highly competitive market conditions.

4. Agility

As this was a greenfield project, it meant that almost all integrations with systems were new. The team and solution would need to adapt to the evolving requirements of a new brand and anticipate progressive changes with very quick and agile development.

Challenges: Backend Integrations

As with all Telco apps, backend integrations were complex. In the case of giga!, the app had to integrate with a new backend CRM and billing system, and also include innovative features such as a chatbot, electronic identity verification modules, delivery tracking that would normally be time-consuming in traditional development.

App updates

Many tweaks and enhancements expected during the soft launch of the app – the team needed a solution that allowed them to make changes quickly and deploy new updated versions easily without downtime or needing consumers to go to App Store or google store.

Why Temus? *Our Differentiation*

Track record of success

The Temus team were experts in the development of large-scale consumer applications

Strong attention to customer experience

The multi-disciplinary team would be able to simultaneously marry UX with technology to ensure delivery of a seamless, intuitive and friction-less experience to the customer.

Partners for the long haul

First-hand feedback from customers was important, and at the launch of the app the team was able to gather essential responses that would help them to make continuous improvements to the app's features.

Temus



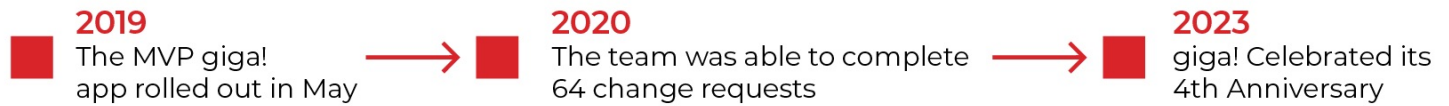
Successful implementations are backed by teams with the right blend of expertise to deliver holistic and forward-looking solutions. We were able to keep our team lean and mean as we took on the challenge on building a high-quality, feature-rich consumer app with a short runway to launch, but also ensure we could cater to future needs with the use of a flexible, intuitive low-code platform.

– Wong Seok Ling, Director, Technology, Temus

Advantages of OutSystems enterprise-grade Low-Code Platform

- **Easy integration** with StarHub's selected backend systems for limitless innovation
- **Fast, high quality delivery** assured by the platform's native enterprise-grade security scans, CI/CD etc. for end-to-end build-to-deploy
- **Seamless cross-platform (web, iOS, Android) development** and automatic updates
- **Complete freedom, cost and time-efficient customisation** of features compared to other COTS systems.
- **Automatic over-the-air updates** ensured customers always had the latest app versions

Key Milestones



The launch of giga! is a culmination of the best in class, fit-for-purpose expertise in people and platform, delivering Singapore's first-ever fully digital mobile service brand that can meet the unique needs of the country's 1.2 million millennials. We built this service on a foundation that allows us agility and speed to market to keep up with different consumption needs and advances in tech, so we can continue to uphold a superior standard of service for our subscribers.

– James Lee, Vice President, Information Systems, StarHub



Business Outcomes



Speed to market

giga! is the one of the first B2C applications built on the OutSystems Low-Code platform in Singapore, launched within 6 months.



Award winning

giga! has won UX awards for delivering superior customer experience and maintaining customer service through seamless updates to subscribers.



Future-proofed roadmap for continued success

Future-proofed roadmap for continued success: StarHub continues to deliver enhancements with agility, and can react faster to market feedback with speed in development and deployment, maximising efficiencies with OS-agnostic, parallel back and front-end building, maintenance, and fewer sprints for complex feature rollouts.



Business impact

StarHub's giga! app has seen 5-time growth in subscribers since its launch, thanks to its superior customer experience. It has achieved the highest Net Promoter Scores in Singapore for 3 consecutive years from 2019 to 2021.

Award features



- **Silver** for Best Mobile Growth Strategy
- **Bronze** for Best Insight Driven Mobile Campaign
- **Bronze** for Use of Mobile



- **Silver** for Best Use of AI
- **Bronze** for Best Use of UI / UX Design
- **Bronze** for Best e-Commerce Fulfilment



- **Silver** for Excellence in Social Media Marketing



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