

# Test Call Generation and Covid-19



To our fellow telecommunication colleagues,

Firstly, from all of us here at Roscom, we hope you are keeping safe and staying healthy. These are certainly unprecedented times that we are living in with the outbreak of Covid-19 and it has forced almost all of us into doing something unusual – changing our habits. This has likely affected you personally in one way or another, but it has also impacted businesses.

Telecommunication is a vital part of keeping us connected and has become even more important as we turn to staying home and using different methods to contact each other locally or internationally rather than by travelling. This short document is intended to discuss the potential impact of our collective behaviour during the pandemic and therefore the impact on the revenue streams of the telecommunications market. We will also explain some of the changes we have made here at Roscom in our risk targeting processes for both our managed services and our supported clients. We hope you find this useful, and we welcome any test calling questions you might have.

Yours Sincerely  
The Roscom Team

## Assurance Requires Change

Craig Dobson – Training & Compliance Manager at Roscom



Towards the end of March 2020 I started to receive marketing emails from various mobile phone providers, mostly from recent Mystery Shopper projects we had carried out. They were advertising international bundles offers in light of the Coronavirus. I also saw on my personal mobile account that certain 'free-to-browse' websites were being offered to help people e.g. official healthcare advice websites. This sparked me into thinking about our test calling strategies and how subscriber usage will have changed literally overnight in some places.

One of my colleagues that works on one of our full data traffic services mentioned to me that subscriber usage is now significantly different (examples on the next page) and totally changing the revenue dynamic of the mobile provider.

There's lots of change, and it needs assuring. So if you haven't already, it might be worth checking your own telecom websites to see what offers are available now to your customers, or maybe just speaking to your marketing team to work out what needs to be tested. If you have access to usage data, then find out what new usage trends are being seen because don't forget the fraudsters will also be 'working from home'.

If your test strategy is the same now as it was before the epidemic started, then you are likely no longer assuring your highest risks.



A significant drop in roaming revenue

Visitor roamer revenue decrease. Outbound roamer revenue limited to certain groups e.g. couriers

Roaming testing scaled according to usage trends



A large increase in international calling

Change in top 10 destinations. Increase in inbound international calls connected.

International calling increased to match demand and locale



An increase in domestic business revenue

Total minute usage increased for business accounts. User group bundles bursting more frequently.

Business tariffs tested and bundle business rules verified



Data usage increase for some users and decrease for others

New free to browse websites. Reduction in mobile streaming (reduced commuters) and top 10 URLs changing weekly.


Top 10 URLs tested in line with usage. New bundles/offers assured.

## We have already changed our test strategies

- The above scenarios are examples of just some of the changes that we have implemented. We are working closely with our clients to ensure revenue assurance continues and revenue is optimised.
- Utilising our flexible SIM server, we have been able to move SIMs around the world virtually, without the need for anyone to physically visit anywhere. This has thereby removed the risk of travel for our employees and for others.



## In Other Roscom News...

- Our new Risk and Controls portal has launched for all of our support and managed service clients to login
- Roscom have gone green...find out more in April 2020 



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