

FIZZ



Exceed
Everyday



FIZZ MOBILE – AN ALL-DIGITAL MOBILE SERVICE BRAND OF VIDEOTRON WENT FROM CONCEPT TO LAUNCH IN 10 MONTHS USING ETIYA DIGITAL BSS ON AWS

Instead of following a long and costly process to modify its legacy systems, Videotron launched Fizz, a completely separate company, and mobile & internet brand to target smart digital consumers. Fizz provides a 100% digital, 100% online customer experience, completely disrupting the market. There are no retail stores, and no fixed-term contracts. The customer's digital journey is a fun gaming experience with a community feel. Etiya provided the end-to-end digital BSS solution on AWS that enabled Fizz to build and deliver a completely new business and company in 10 months. Etiya also manages the Fizz network and operations.

ABOUT FIZZ

Fizz (www.fizz.ca) is part of Videotron, an integrated communications company, engaged in cable television, interactive multimedia development, internet access, cable telephone, and mobile telephone services for the Canadian market.

Its Fizz mobile and internet digital brand operates independently from the parent company. Videotron is a leader in new technologies with its Helix home entertainment and management platform, and its Club illico over-the-top video service. Videotron is also the Quebec leader in high-speed internet access.

Pitfalls and alternatives of traditional digital transformations

Telcos need to digitally transform themselves to compete with agile digital service providers, but for many operators it's tough to digitalize decades worth of legacy gear, processes, and business models. In many cases digital transformations have been complete failures, with massive budget overruns and nothing to show for years of effort. The traditional telco approach of spending years, building and trying to perfect a new product before launching it to see whether users want it at all is just not viable in the digital economy.

Some operators follow a standard mobile virtual network operator (MVNO) strategy; however, that requires capital expenditures in business support systems (BSS), core network and applications platforms, and computing infrastructure. These approaches need significant up-front expenditures, take years to accomplish before the first customer can be engaged, and have high costs of integration with existing systems.

Fizz Mobile: A disruptive digital transformation business model

Canadian Videotron in Québec opted for a different way to go digital. They wanted to create a separate and independent brand that targets a consumer segment with different usage habits and needs compared to the traditional Videotron customers.

The company chose a new business model, the virtualized service provider (VSP), using software running on a public cloud, providing for the entire business and network infrastructure. This required a low initial investment, allowed for fast implementation and low-cost, scalable operations for both mobile and Internet services.

All the infrastructure was put in place to run the business in an unusually short time, including the fast rollout of a separate mobile network (home location registers, service control points, packet gateways, etc.) for the mobile services and the integration into Videotron's existing network for the broadband services. In addition, a small new call center was set up and a new 24/7 network operations center for surveillance and alarm was created, as well as OSS, BSS, and managed services to run the business.

An entirely new customer experience

Fizz Mobile was designed from scratch as a 100% digital, 100% online experience. The project goal was to provide a very simple and easy service experience where customers can do all their transactions themselves online. This meant, that for both purchase, service management and customer care processes the company effectively eliminated the need to interact with customer service representatives (CSRs) or to go to a physical retail store.

In this new business model, there are no pre-bundled tariff plans or service packages, customers just go to the Fizz website (Fizz.ca), register, and assemble the plan that best suits their needs and usage habits. SIM cards are delivered within a few hours after order, and activation occurs immediately.



Fizz is focusing on offering autonomous telco services, hence is having only a limited number of customer service agents and uses an automated, GenAI-driven platform to firstly communicate with customers using machine learning and LLM. This new platform empowers customers by providing all interactions accessible online (eg. activation, mobile number porting, payments and refunds, tariff plan management, etc.) and also gives customers access to detailed information on their accounts. To minimize CSR involvement, Etiya provided automated email and SMS notifications, as well as automated ticket creation and escalation, responses, refunds, etc. For increased speed, efficiency and better customer experiences, GenAI is used in various customer service processes, eg. for in-context chatbots, ticket categorization, and ticket escalation. This not only minimizes costs but enables the operator to respond faster to customer needs and wants, and increase the rate of first contact resolutions.

But Fizz Mobile's online presence isn't just a modern e-commerce website and comprehensive self-service portal. It is also a community hub and more like a social media platform than a mobile operator. Fizz refers to subscribers as "members" of the Fizz community, not as customers. In fact, you don't even have to subscribe to an active service to join the community – members can explore the brand without any commitment. The member experience is built around the concepts of community, loyalty, and brand advocacy. In this approach the key foundation for retention is ongoing customer engagement, with fun and surprising elements and interactions, instead of the classical types of churn prevention activities. This experience is built on gamification and collaboration with the brand and other community members. Every member interaction is part of the game's points system. Points are awarded for staying with Fizz, participating in the Community Hub, purchasing add-ons, gifting spare data to a friend, etc.



Creating Fizz Mobile with Etiya's agile open architecture

For this business vision to come alive, the Fizz requirement list included the ability to:

- Provide for near-instant provisioning of services and immediate activation under user control,
- Design all-digital, AI-driven customer experience journeys,
- Have flexible usage groups, with the ability to move usage allowances amongst members,
- Give corporate accounts direct control of user services,
- Provide all customer operations, including self-service operations, in bilingual formats (French, English),
- Enable as low as possible up-front CapEX and OpEx costs.

At the heart of Fizz Mobile's business implementation is Etiya's Digital BSS. The platform relieves Fizz from the burdens of implementing the entire core network, operations (OSS), and business (BSS) infrastructure. Etiya also provides those to Fizz as a managed service.

Etiya was selected for the Fizz Mobile implementation based on its proven record for delivery, for providing turnkey, end-to-end digital transformations, and for its focus on creating superior digital customer experiences.

The Etiya platform consists of 4 main logical layers:

- The Customer Experience Layer contains all customer-facing solution components,
- The BSS Layer contains all the employee-facing components and underlying BSS components of the sub-brand,
- The OSS layer contains the operational support systems used to manage the underlying network layer,
- The Network Layer contains the mobile core network components, the broadband network, and future platforms.



Etiya's Digital BSS solution makes maximum use of cloud technology, pre-integrated software components, and artificial intelligence capabilities to enable low initial investment and scalable, low-cost operations. Since all the software is provided on the AWS computing infrastructure, there is no need for an on-premise data center, that contributes significantly to cost-savings.

The efficiency in the overall service offering, and the online purchase & self-service journeys is based on a user-controlled CX approach that is focusing on simplicity, transparency and customer centric, intuitive solutions.

Fizz Mobile has the flexibility, scalability and agility to adapt to changing market and customer needs because Etiya's solution uses industry standards and guidelines.

- Developed in full conformance with **TM Forum's Open Digital Framework**, the solution includes the use of TM Forum's **Business Process Framework**, the **Information Framework**, and **Open APIs**.
- Etiya's Digital BSS has been built as an open platform with API-driven open digital architecture, with modern, microservices-based software design, using DevOps delivery methods. Such proven structure and methodology enable successful business transformations and facilitate easy integration both within the company and with external partners. Open API standards were used across all domains.
- The platform also follows the **TM Forum Customer Experience Management Lifecycle Model** to encapsulate the digital journeys and feed into the gamification engine to drive the overall member experience. All transactions are captured, and every process parameterized, enabling Fizz to quickly create highly dynamic scenarios.

KEY BUSINESS RESULTS

Fizz Mobile completely disrupted the marketplace thanks to Etiya's game-changing technologies and support, and the virtualized cloud environment.

- Fizz went from business concept to launch (inc. network rollouts) in 10 months.
- Etiya's end-to-end Digital BSS was implemented in less than 6 months, as a result of the extensive use of a pre-defined platform, outsourced operations, and AWS infrastructure.
- The open platform with API-driven open digital architecture and modern, microservices-based software design and DevOps delivery gave Fizz the flexibility and agility needed to adapt quickly to changing market and customer needs.
- The team saved time by relying on focus groups and surveys to determine what the customers wanted before building the products; they didn't wait to define all the requirements in advance.
- The service was launched in beta and details finetuned as it went along, incorporating member feedback.
- Fizz successfully acquired 500,000 customers within just 6 months after the launch
- Members can do all transactions on a self-service portal, without the need to access the call center.
- Due to the focus on offering autonomous telco services, the number of CSRs needed were reduced by up to 90%.
- The outsourced network & OSS infrastructure reduced the number of IT personnel required.
- The result has been low initial investment and operating costs that more closely align with operator revenues as the brand grows.
- Loyalty program is extremely successful: 70% of program participants are active users of gamification and/or community features, which translates to tangible retention results: customers who benefited from loyalty offers or perks are cca 50% less likely to churn.
- Overall churn rates are lower than industry benchmarks, staying at a level of cca 19-20%.
- As part of an ongoing, long-standing cooperation and partnership, Etiya is upgrading the Fizz chatbot with a GenAI-powered solution using Retrieval-Augmented Generation (RAG) and LLM models, to increase (bot-based) resolution rates from 20% to 35%, bringing both significant cost savings and faster case resolutions.
- Fizz Mobile and Etiya were the winners of TM Forum's **2019 Excellence Award for 'Disruptive Innovation'**.
- In 2025 Fizz ranked #1 in Canada for the 6th year in a row for **best online experience in the telecommunications industry**, and was recognized as having the **best online loyalty experience in Canada across all business sectors** based on results from the Leger WOW Digital index.

Building on the Fizz success story

One of the key elements powering the Fizz brand was its hybrid cloud environment. This model proved to be so successful that Videotron used it as an inspiration for another new service called Helix, a multi-device TV and Internet service launched in August 2019, that replaced Videotron's legacy TV and Internet services. Helix also uses a hybrid cloud architecture that includes a 100% digital BSS supplied by Etiya that runs on AWS.



Watch the Excellence Award video at: <https://www.youtube.com/watch?v=rOwyPrpBZYQ&t=14s>



ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its **award-winning product portfolio**, and also disruptive BSS solutions for Digital Brands from launch to evolution.

Etiya aims to be a trusted long-term partner for service providers offering strategic enablers and industry standards compliant, sustainable software solutions. Its microservices-based architecture, DevOps methodology, and AI-driven portfolio provide a competitive advantage to its customers by bringing agility and flexibility into their business, and enabling market differentiation.

Çifte Havuzlar mah. Eski Londra Asfaltı Cd. A2 Blok
151/B No: 101 Y.T.Ü Davutpaşa Kampüsü Teknopark
Esenler İstanbul
Türkiye

contact@etiya.com
www.etiya.com

