

An aerial photograph of a coastal city, likely Malé, Maldives. The image shows a dense urban area with numerous multi-story buildings in various colors (white, blue, red, green). A prominent feature is a large harbor and marina filled with many white boats and yachts. The water is a deep blue, and the sky is clear. The city is built on a narrow strip of land, with the ocean on one side and a small island or peninsula on the other.

twimbit

Case Study

Paving the way for
effortless connectivity
for travellers in the
Maldives

ooredoo

Bridging connectivity for tourists in Maldives

In today's connected world, access to the internet is vital for travelers, yet they frequently encounter a common obstacle: the quest for seamless connectivity.

Amidst the bustling baggage belt, a mixture of anticipation and exhaustion fills the air as tourists long for a simple solution to connect with the outside world. Compounding this challenge is the lack of comprehensive information on obtaining tourist SIM cards, leading to overcrowded telco counters upon arrival.



Recognising the significance of uninterrupted connectivity, Ooredoo Maldives prioritises effortless internet access for over a million tourists visiting Maldives annually.

To achieve this, Ooredoo Maldives has created:



24-hour self-service kiosks near the baggage belt and outside arrival terminal for tourists to conveniently purchase their SIM cards.



Easy sign-up for an e-SIM card, granting immediate internet access.

Enable immediate access for tourists anytime, anywhere with self-service kiosks

Ooredoo Maldives simplifies connectivity in the Maldives through its e-SIM initiative, offering travellers the convenience of purchasing e-SIMs worldwide before their trip or upon arrival. This hassle-free option provides instant activation of the e-SIM upon landing, making it one of the most convenient choices for travellers.



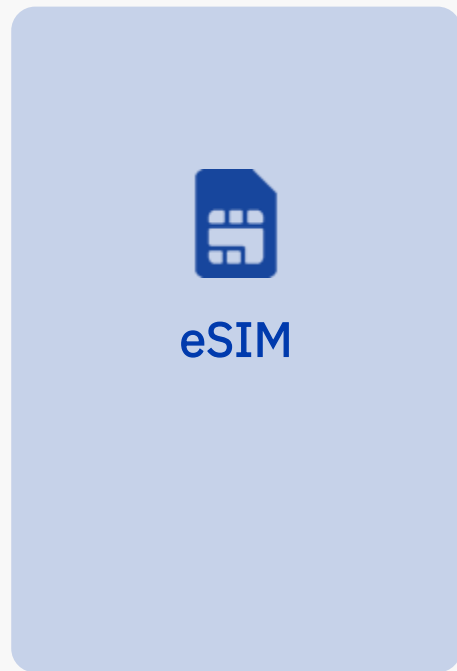
24-hour digital
self-service
kiosks

- Located conveniently next to the baggage belt and outside arrival terminal at the Velana International Airport.
- Optimises traveller's time spent waiting for their baggage.
- Purchase SIM cards, recharge prepaid plans, and pay bills.
- Kiosks also made available throughout Maldives for easier accessibility.



Instant access to connectivity with e-SIM

With e-SIMs, customers obtain instant internet access as soon as they arrive, ensuring uninterrupted connectivity.



- Users can easily sign up for the e-SIM card online.
- QR codes provide a new alternative for users to receive their e-SIMs.
- Travelers can enjoy 30GB of data for 30 days for US\$ 50.



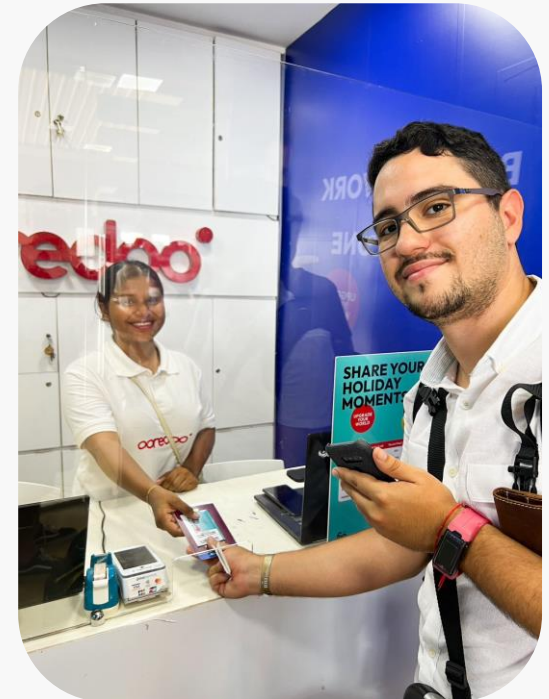
Enhancing connectivity through localised stores with a personal touch

In addition to the convenience of digital kiosks and e-SIM, Ooredoo Maldives is committed to providing services with a personalised touch through its physical store located right outside the airport.



Physical store

- Service available for walk-in tourists from the first to last arrival flights
- SIM card options priced at US\$ 40 and US\$ 50
- Offers users the option to bundle their mobile WiFi devices with data, a popular choice among tourists, surfers and divers



Leaving Maldives with beautiful memories and meaningful lessons

twimbit has drawn upon the concept of the experience economy to assess how Ooredoo's remarkable experiences have resulted in the seamless functionality of its products and how it cultivates an emotionally resonant experience with its tourists.

The experience economy has two main components:

- **Time well saved** (creating optimal functional experiences)
- **Time well spent** (creating emotional experiences).



Takeaways from Ooredoo Maldives

Ooredoo Maldives excels in the "Time Well Saved" aspect of the experience economy, delivering exceptional services to tourists.

Reimagine your connectivity experiences with digital

Eliminate the need for physical SIM cards and streamline the onboarding process with Ooredoo's e-SIM option for instant internet connectivity

Meet your customers where they are

Easily accessible 24/7 digital kiosks serve as convenient touch-points to provide customers with the help they need.

twimbit
be more

We help build and grow Purpose-Driven businesses.

How can we help?
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