

stc Bahrain accelerates its techco transformation with EVOLVE framework

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Overview



Who: stc Bahrain

What: A structured, phased techco transformation program spanning customer experience, operations, infrastructure and digital services

A shift toward proactive, insight-driven customer care and experience assurance

Increased use of AI, analytics and data convergence across OSS, BSS and network domains

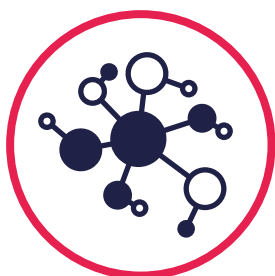
How: Adoption of Huawei's tech framework as a unifying transformation blueprint

Close alignment with TM Forum standards, architecture principles and Catalyst best practices

stc Bahrain is undertaking a multi year transformation to reposition itself from a traditional telecoms operator into a customer-centric digital service provider. Facing rising customer expectations, increasing service complexity and the need to operate more efficiently across fixed, mobile and digital services, the operator has launched a structured transformation program known as EVOLVE.

The EVOLVE program has established a unifying framework that brings together customer experience, operational transformation, data convergence and new digital services. Rather than treating these as isolated initiatives, stc Bahrain has deliberately designed EVOLVE as an end-to-end journey that spans the full customer lifecycle, from buying and onboarding through to assurance, care and proactive experience management.

Results



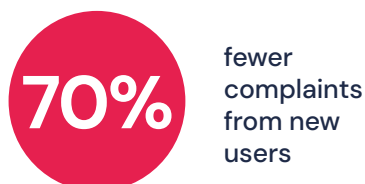
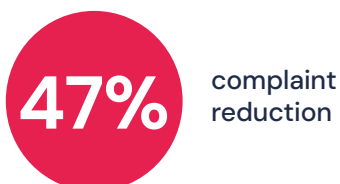
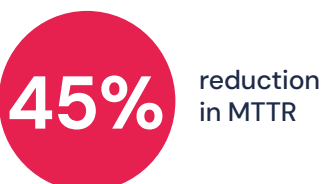
Unification of OSS, BSS and network data into shared analytics platforms, enabling richer customer personas and more targeted commercial and operational actions.



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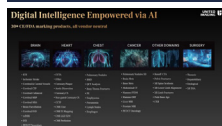
From fragmented journeys to a unified experience vision

Like many operators, stc Bahrain was operating a growing portfolio of IT applications and systems across customer care, network operations, provisioning and assurance. While each platform served a specific purpose, the overall experience for both customers and employees was increasingly fragmented.

Customer care agents, for example, often needed to access multiple systems to diagnose a single issue, checking device status in one tool, provisioning in another, billing in a third, and then escalating to network teams for further investigation. This not only extended resolution times but also limited the ability of frontline staff to resolve issues during the initial customer interaction.

EVOLVE was designed to address this fragmentation head-on. At its core is a simple but powerful principle: bring data, insight and decision support together into a single, actionable view, and push that intelligence as close as possible to the point of interaction, whether that is a call center agent, a field technician or the customer themselves.

EVOLVE: A framework to accelerate techco journeys

Excellent experience	Customer Complaint 1. One click 2. Auto RCA 3. MTTR Reduced 45%	FWA Assurance 1. 47% complaint reduction 2. 70% fewer complaints from new users	Customer Experience Index 1. Multiple touchpoints 2. Business + network experience index	CC Copilot 1. Core customer Complaint agent 2. Customer care copilot	
Valuable infrastructure	Cloud (ICT+2B) 1. stc cloud (HCS) 2. stc pay/migration 3. ToB enablement 4. Local cloud convergence	Data Convergence 1. Unified data lake 2. O+B+S Convergence	Data Structure 1. Knowledge base 2. Data governance 3. Ready for inference	AI Infrastructure 1. Computation / intelligence layer (NPU) 2. AI compute for 2B 3. AI CaaS	AI Foundation Model 1. GTS foundation model 2. Industry-specific model 3. Telecom foundation model
Operation transformation	Autonomous Operation Zero-touch surveillance & demarcation	Network Digital Twin / Predictive AI 1. Core (MDAF) 2. IP (digital map) 3. AI optimization		Agentic AI 1. FO copilot 2. IP copilot 3. Core pilot 4. Single domain agent	
Leading opportunities (digital services)	Manufacturing 	Education 	Healthcare 	Ports 	AI Partners – 5 SI Company – 1
Value marketing	Real-time Campaign 1. Shopping mall 2. Causeway 3. 70% reduction in TTM	User Persona Creation 1. 360 subs view 2. O+B+S convergence		Agentic AI 1. MKT copilot 2. Smart decision 3. CBS copilot	
Effective governance					
Complete   Ongoing   Future 					

Better customer experience: empowering agents and customers

One of the earliest focus areas within EVOLVE has been customer experience, particularly in care and assurance. stc Bahrain worked with Huawei to consolidate data from multiple OSS, BSS and network sources into a unified customer view for care agents.

This 'single pane of glass' approach gives agents immediate visibility into provisioning status, billing information, device behavior, network attachment (for example whether a 5G device is operating on a lower generation network) and recent usage patterns. As a result, agents are increasingly able to diagnose and resolve issues during the call, rather than escalating tickets to back-end teams.

stc Bahrain is now extending this same intelligence directly to customers. Through enhancements to its customer application, users will be able to view service status, receive guidance on simple corrective actions and, in future phases, interact with AI-driven copilot capabilities. This marks a deliberate shift from reactive care to guided self-service and proactive support.

Beyond care interactions, EVOLVE places strong emphasis on proactive service assurance, particularly during the critical early stages of a customer's relationship with the operator. stc identified that negative experiences shortly after service activation often have a lasting impact on customer perception. In response, the operator designed a proactive monitoring approach that automatically tracks newly provisioned services for performance or coverage issues.

If the system detects degradation, such as sub-optimal speeds or coverage anomalies, alerts are generated and routed directly to the relevant operational teams. In many cases, customers are contacted proactively before they raise a complaint, reinforcing trust and demonstrating active service ownership.

Underpinning these service assurance developments, stc has integrated its network operations center (NOC) with its service operations center (SOC), leading to zero-touch surveillance in network operations and services and zero-touch demarcation in NOC and SOC.

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Smarter selling and onboarding with location aware intelligence

Another critical EVOLVE use case focuses on improving the quality of sales and onboarding decisions. Historically, sales teams lacked detailed, location specific visibility into coverage conditions, particularly for fixed wireless access and indoor connectivity scenarios.

To address this, stc Bahrain equipped its sales channels with tools that provide building level and floor level coverage insights, supported by 3D mapping and radio parameter analysis. This enables sales agents, and increasingly customers themselves, to understand which products, devices and speed tiers are realistically achievable at a given location.

The result is a shift away from over promising and under delivering, toward more accurate product recommendations that align customer expectations with network realities. In the next phase, this intelligence is being exposed directly through digital channels, allowing customers to validate service options online without visiting a store.

This use case exemplifies operations, business and subscriber data (O+B+S) convergence – a unified data-driven approach to enable intelligent decision-making. From the operations (O) perspective, network data is leveraged to identify high-potential areas for fixed wireless access (FWA) adoption. This includes deep insights into subscriber behavior, such as in-home data consumption patterns, usage duration, experienced speeds, and fiber coverage availability across locations.

These operational insights are then seamlessly integrated with business (B) data, including customer ARPU, subscription type – for example, individual or family plans – and overall value segmentation. This enables precise targeting and personalized offer design, ensuring that each customer is matched with the most suitable FWA package based on actual network capabilities and expected experience.

Finally, on the subscriber (S) front, the approach is operationalized through empowered sales teams equipped with intelligent tools. These tools not only recommend the optimal package but also guide on-ground execution, such as identifying the best placement within the home to maximize signal strength and deliver the promised speed.

Together, this O+B+S convergence creates a closed-loop, insight-driven ecosystem, ensuring the right product, for the right customer, delivered with the right experience.

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In the future intelligence will be exposed through digital channels allowing customers to validate service options online

Guided installation and in-home experience optimization

EVOLVE also extends into the installation and in-home experience. Working with Huawei, stc Bahrain customized the AI Life application to guide customers and technicians on optimal placement of customer premises equipment.

Using radio parameters and in-home scanning, the application provides recommendations on where to position devices to achieve the best signal quality and wi-fi coverage. Customers can re-scan their environment if they relocate equipment, helping them understand how physical placement impacts service quality.

Over time, APIs from this application will be integrated into stc Bahrain's primary customer app, reinforcing the operator's goal of delivering a single, coherent digital experience across buying, installation, usage and support.

Underpinning these experience improvements is a deliberate strategy of data convergence. stc Bahrain has unified OSS, BSS and network data into shared analytics platforms, enabling richer customer personas and more targeted commercial and operational actions.

By identifying usage patterns, such as gaming, streaming or enterprise style behavior commercial teams can tailor offers, campaigns and upsell strategies more precisely. These personas also inform operational priorities, ensuring that high value or experience sensitive customers receive appropriate levels of proactive care. This convergence lays the groundwork for broader AI adoption across the organization, reducing reliance on siloed analytics and enabling reuse of models and insights across multiple domains.

Building on operations and business data (O+B) convergence, stc moved beyond a single use case of fixed wireless access and scaled this intelligence across the entire customer base, unlocking data-driven personalization at scale. By fusing network intelligence with commercial insights, stc developed dynamic, AI-driven user personas for each subscriber.

These personas are not static segments, but continuously evolving profiles, capturing usage behavior, mobility patterns, service preferences and value potential. This enables the organization to transition from generic offerings to targeted propositions.

Aligned with the EVOLVE framework – particularly Excellent experience and Value marketing – this approach transforms how services are designed, positioned and delivered:

- Accelerated time-to-market. Data-driven insights significantly reduce product design and campaign cycles, enabling faster launch of relevant offers.
- Higher conversion and adoption rates. Personalized recommendations lead to increased subscription rates, particularly in high-value segments such as roaming users and data-centric customers.
- Enhanced customer experience. Offers are aligned with user needs and network conditions.
- Optimized revenue growth. Improved targeting drives ARPU uplift and maximizes lifetime value across the base.
- Closed-loop marketing enablement. Continuous feedback from network and business data allows real-time refinement of campaigns and propositions.



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Operational transformation through correlation and automation

On the operations side, EVOLVE addresses a common industry challenge: fragmented fault management across network domains. Previously, a single underlying issue could trigger multiple alarms and tickets across radio, transmission and core teams, slowing root cause identification.

stc Bahrain has implemented correlation mechanisms that group related alarms and generate a single, domain-specific ticket aligned to the true root cause. This reduces operational noise, speeds resolution and lowers cognitive load on engineering teams.

The operator is also progressing toward digital twins for core and IP networks, enabling safer planning of upgrades and configuration changes, an important capability as networks become more software driven and service rich.

AI copilots represent a key element of stc Bahrain's forward roadmap. While early pilots are underway in care and operations, the operator is taking a measured approach, recognizing the need for sufficient data quality and training before deploying copilots at scale.

The longer term vision is to support engineers, agents and marketers with intent-based interfaces that translate high level objectives into automated actions, whether resolving faults, optimizing performance or launching targeted campaigns.

Throughout the EVOLVE journey, stc Bahrain has drawn heavily on TM Forum frameworks, standards and Catalyst learnings. Participation in Catalyst projects has helped the operator challenge traditional assumptions, validate architectural choices and align vendor solutions with open, future-proof principles.

stc Bahrain has also signed a new memorandum of understanding with Huawei to extend EVOLVE into its next phase, reinforcing the long-term nature of the partnership and its alignment with industry standards.

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