

Reference

A mobile operator's brand evolution through digital transformation

Driving agility through AI-powered digital transformation and operational excellence

Atos

About the client

One of the Netherlands' leading mobile operators undertook a critical rebranding to accelerate its market growth. With a robust network and a loyal customer base, it remains committed to delivering exceptional customer experience and driving continuous innovation. Expanding its digital and connectivity services to meet evolving market needs, the company aspires to become the most customer-centric telecom provider in the Netherlands.

At a glance

A Netherlands-based mobile operator partnered with Atos for a business-critical digital and brand evolution by automation through AI and cloudification. Leveraging its 12-year business relationship, Atos has been able to deliver a winning digital solution that has cemented the client's position as a leading market leader in the region.

Outcomes

- **50% reduction in IT CAPEX and OPEX** over five years
- Best-in-class IT spend-to-revenue ratio, driving **stronger business value** from technology investments.
- **Boost in productivity, delivery speed, and measurable efficiency gains** with Agile and DevOps adoption
- **Accelerated time-to-market** and **enhanced customer experience**, translating transformation into tangible business growth
- Exceptional customer engagement, with Atos earning a Net Promoter Score (NPS) of 9.

Challenges

Staying ahead of the competition

The mobile operator was faced with challenges in transforming its IT landscape to meet evolving business demands while ensuring agility and business continuity. It was keen to boost its operational efficiency, reduce technical debt, and accelerate time-to-market through innovation and automation.

One of its key goals was to deliver a consistent customer experience across sales and service channels. It aimed to do this by simplifying and automating processes and enabling a faster launch of new products.

Solution

Matching pace with the dynamic mobile industry

To address the client's ambitious vision for modernization, Atos partnered closely with them, leveraging a relationship and knowledge built over 12 years of successful collaboration. The project included integrating legacy systems with modern platforms and managing change across the organization that required careful planning and execution.

Atos migrated a key set of applications to Microsoft Azure Cloud to establish a scalable and future-ready foundation. To enhance customer engagement, the team developed a multichannel, voice-enabled chatbot and implemented AI-driven conversation platforms. Additionally, robotic process automation (RPA) was introduced to streamline testing and improve delivery efficiency. Atos delivered a solution that improved agility, reduced technical debt, and accelerated time-to-market, all while enabling a consistent customer experience across sales and service channels. Increase in profit margins and revenue



Results

Reevaluate. Redefine. Rebrand.

The transformation delivered significant business and user benefits. The client achieved a **50% reduction in IT CAPEX and OPEX** over five years, with a best-in-class industry IT spend-to-revenue ratio. The newly adopted Agile and DevOps practices enhanced productivity, cutting release cycles from quarterly to monthly and accelerating time-to-market.

With the help of automation, AIOps efficiency rose from **40-50% to 80-90%** within three years. End-customers experienced improved service with fewer contact center calls and reduced handling times, illustrating end-user satisfaction and trust. Atos' NPS score of 9 also reflected a strong engagement and brand confidence.

Find out more

Atos' proven industry expertise and delivery experience resulted in customer trust and a long relationship. By leveraging Atos Polaris AI platform's module for modernization, our teams have ensured continuous innovation with focus on AI, automation, and improvement. The sovereign, agile operating model is well-equipped with local expertise and global scalability too.

>> Learn more about how Atos can help you boost your business plans with a modernized digital infrastructure: [Digital Applications - Atos](#).

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Let's start discussion together



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