

Rakuten Mobile Partners with Netcracker for AI-Enabled Digital BSS to Support its Mobile Network in Japan

Rakuten Mobile Continues to Leverage Netcracker’s Next-Generation, Cloud-Ready Digital Business Solution as it Prioritizes Delivery of the Best Customer Experience in the Market

AI-Personalized Customer Journeys

Simplified and Integrated Operations

Faster Service Innovation

Executive Summary

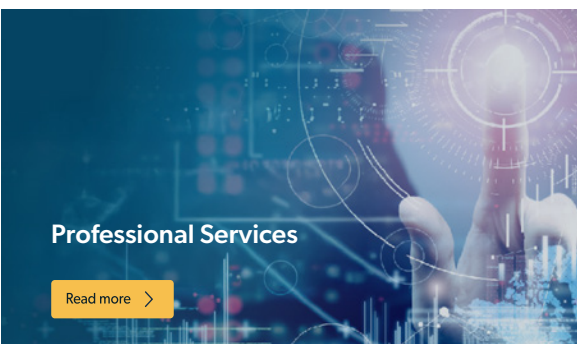
Japanese operator Rakuten Mobile has extended its large-scale partnership for the AI-enabled, cloud-native Netcracker Digital BSS platform and professional and managed services to support its nationwide 4G and 5G network in Japan.

Rakuten leverages Netcracker’s end-to-end digital BSS solution to ensure the delivery of consistent and superior digital experiences across its communications channels, enabling a disruptive go-to-market strategy with its mobile network launch.

“Netcracker was our BSS platform of choice when we launched as the new operator in Japan seven years ago, and they helped us get off the ground and running very quickly to great success. We are impressed with the evolution of Netcracker’s platform over the years, especially the tight integration with its Agentic AI solution, which will give us the intelligence, speed, scale and security to continue making inroads in the market.”

– Hiroshi Takeshita, Managing Executive Officer and Vice CTO at Rakuten Mobile

Netcracker Capabilities Deployed



Redefining Mobile Experiences Through Continuous Innovation

Rakuten Mobile, Inc. is a Rakuten Group company responsible for mobile communications, centered on its mobile network operator (MNO) business. Through continuous innovation and the deployment of advanced technology, Rakuten Mobile aims to redefine expectations in the mobile communications industry in order to provide appealing and convenient services for diverse customer needs.

Enhancing Digital-First Services and Experiences with AI

Netcracker’s partnership with Rakuten Mobile plays a key role in the operator’s ability to scale at speed, delivering a digital, cloud-native BSS foundation that supports rapid growth and service innovation. By enabling automated, personalized customer journeys and integrating deeply with Rakuten’s broader ecosystem, including its Rakuten Points loyalty program, Netcracker’s solutions have helped Rakuten Mobile dramatically improve customer experience while simplifying operations and quickly scaling new services.

The extension of the partnership is a testament to the success of the alliance with Netcracker since Rakuten Mobile launched as a new and disruptive operator in the Japanese market in 2019. Netcracker will provide ongoing support for the delivery of superior digital experiences for all of Rakuten Mobile’s customers.

Netcracker Digital BSS, part of Netcracker Digital Platform, gives Rakuten Mobile the ability to support digital-first services and experiences based on cloud economics and Netcracker’s AI Agents for implementing specialized business processes to onboard customers quickly, automate numerous processes and streamline Rakuten’s business and customer-facing interactions.

Shortening Time to Market Through Out-of-the-Box BSS Blueprints

Because its loyalty program includes many partners, Rakuten wanted a cloud-based partnership management and reconciliation solution for the mobile business. The company partnered with Netcracker for a Digital BSS platform that offers a blueprint for out-of-the-box customer journey templates, business processes, functional capabilities and preconfigured sandbox software to visualize the solution and define key performance indicators. Through a series of workshops, Rakuten and Netcracker identified more than a thousand functional capabilities critical to the enablement of new business processes as part of the mobile services rollout. The aim was to validate the out-of-the-box solution and capture process deviations to identify new functional capabilities. Rakuten found that most capabilities were covered out-of-the-box, which meant a dramatically shortened development and testing phase.

Building the Foundation For A Fully Automated Future

Using Netcracker’s Digital BSS and Agentic AI solutions, Rakuten is able to leverage tools like dynamic, smart multimedia solutions to improve customer engagement while simultaneously utilizing its Rakuten Super Points loyalty program to more powerfully drive stickiness across the Rakuten ecosystem.

The next-generation Netcracker solution enables Rakuten to accelerate and simplify customer acquisitions, engagement, onboarding processes, journey management, quotation, loyalty and lifecycle management. It enables more optimized and personalized digital experiences for customers all the way from shopping to billing.

Netcracker’s Digital BSS solution serves as the foundation that enables Rakuten to deliver the best customer experience across all channels, prioritizing customers and their experiences at every possible touchpoint. Together with NEC and Netcracker, Rakuten has dramatically improved the onboarding process and is introducing innovative steps to keep customers engaged.