

 Mobilise

FreedomPop

International Expansion

FreedomPop Case Study

FreedomPop

FreedomPop is a **wireless internet and mobile phone service provider** based in Los Angeles, California. The company provides free mobile services, including free data, text and voice and sells mobile phones, tablets and broadband devices for use with their service.

Founded in 2011, FreedomPop is backed by Intel, Mangrove Capital, DCM Capital, Atomico, Partech Ventures and Axiata.

Challenge

FreedomPop has turned to Mobilise for help with launching its new mobile business.

In 2015 the company announced its plans to expand internationally to the UK on Three's network. But considering the cost of setting up an operations office, FreedomPop started looking for other options that would guarantee the quality of service they would offer to the UK customers whilst maintaining low-cost operations.

“ Following an extensive search of potential partners, we selected Mobilise to run our operations in the UK when we launched in 2015. Since then, they have been our boots on the ground, handling all our operations in the country and we are delighted that we took the decision to outsource our operation to them.

Chris Chen

FreedomPop SVP

Solution

After researching the optimum solution, FreedomPop turned to Mobilise to help with launching its new Mobile business. Mobilise utilised its extensive expertise in the telecom industry to provide operations support including regulatory lobbying, service testing, sales and marketing strategy, logistics and fulfilment management, contact centre management, customer relationship management and business process creation.



Results

The solution offered by Mobilise supported the FreedomPop launch and helped to establish a steady-state business designed to aid FreedomPop's continued growth.

Mobilise's flexible and cost-effective support services helped FreedomPop to sustainably grow its user base to over 1 million. Mobilise was subsequently invited to help the company in further expansion in the European and LATAM markets until the FreedomPop business was eventually sold.

“As a result of success in the UK and our faith in the ability of Mobilise, we have also decided to count on them in operating our new launch in Spain, and we look forward to continuing our growth and extend our relationship with them globally.”

Chris Chen

FreedomPop SVP

About Mobilise

Simplified mobile connectivity solutions.

Mobilise is a dynamic company united by a simple mission: to build innovative digital-first telecom products and services. We've combined our deep telecom knowledge and vast software development experience to achieve this.

We have a strong track record of launching cutting-edge connectivity solutions for our clients. We work with large and small organisations in the telecoms industry and beyond.

Want to learn what we can do for you? Get in touch!

[Visit Our Website](#)



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