

Value Added Services (VAS)

What are Value Added Services (VAS)?

In telecom (mobile companies), **VAS** means any extra service that is **not** basic calling or texting.

Basic services:

- Making a phone call
- Sending a text message (SMS)

Value Added Services (VAS):

- Mobile internet packages
- Caller Tunes (your friend hears a song instead of a ring)
- Mobile TV and music streaming
- Games and quizzes on mobile
- Mobile Banking (checking your bank account using your phone)
- Health tips via SMS, News alerts

In short:

VAS = Anything extra that makes customers happy and earns extra money for the telecom company.

What Does "Developing VAS" Mean?

It means **creating and launching new services** that users would love to buy or use through their mobile network.

Steps involved:

1. Research:

- Find out what customers want.
- Example: Are people looking for cheaper internet? Fun games? Health advice?

2. Idea Generation:

- Think of new VAS ideas.

- Example: "What if we create a health service that sends daily fitness tips by SMS?"

3. Partnerships:

- Sometimes telecom companies **partner** with app developers, banks, or content creators to offer new services.

4. Development:

- Build or buy the VAS product.
- Make sure it's simple, mobile-friendly, and easy to subscribe.

5. Testing:

- Test it with a small group of users first (called a **pilot project**).

6. Launch:

- Make it live for all customers.
- Use SMS, social media, and ads to tell customers about it.

7. Monitor & Improve:

- Keep track of how many users are subscribing.
- Improve the service based on feedback.

What is a "Product Roadmap" for Telecom Operators?

A **Product Roadmap** is a **plan** that shows:

- **What services** the telecom company will launch
- **When** they will launch them
- **Why** they are important
- **How** they will be built and promoted

It's like a **map** or **timeline** that guides the company step-by-step.

Simple example of a Roadmap:

Quarter	New VAS to Launch	Details
Q1	Mobile Game Portal	Offer 50+ free and paid games
Q2	Mobile Health Service	Daily fitness SMS tips
Q3	Music Streaming Subscription	Unlimited music for \$2/month

Q4	E-learning Platform	Online courses for students
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Why is a Roadmap Important?

- Keeps the company organized.
 - Helps teams (marketing, tech, customer care) prepare in advance.
 - Helps reach business goals (like getting more customers or earning more revenue).
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Summary

Developing VAS = Creating extra services beyond calls and SMS to delight customers and earn more money.

Product Roadmap = A detailed plan for what new services will be launched, when, and how.

Reference:

[📌 Developing Value Added Services \(VAS\) and Product Roadmap for Telecoms Operators](#)

[w Value-added service](#)

[i What Are Value Added Services? \(Plus 10 Helpful Examples\)](#)