

## EMPOWERING SELF-SERVICE WITH MYBT APP:

**September 19, 2024:** *The revamped MyBT app introduces a modern interface, multiple secure login options, real-time usage analytics, expanded recharge capabilities, and loyalty programs enhancing user experience and digital engagement with Bhutan Telecom (BT) services.*

The revamped MyBT app introduces various powerful features and enhancements designed to enhance the user experience:

- **Modern Design and Enhanced Usability:** The app boasts a refreshed interface with simplified navigation, including a user-friendly bottom menu that allows easy access to all services.
- **Expanded Recharge Capabilities:** Users can now recharge both **B-Mobile** and **TashiCell numbers** directly through the app. Additionally, the app enables adding and transferring funds to mobile wallets, offering greater flexibility.
- **Real-Time Usage Analytics:** A dynamic dashboard provides real-time insights into talk time and data usage, helping users monitor their consumption more effectively. **Bill due reminders** are prominently displayed for convenience.
- **Secure and Simplified Login Options:** The app integrates seamlessly with **Bhutan National Digital Identity (NDI)** and supports **biometric login** ensuring secure and easy access.
- **Transaction History and Simplified Bill Payments:** Users can access their transaction history and make payments for postpaid, broadband, and lease line services with the App's **screen-level validation**.
- **Loyalty Points Program:** The introduction of a **loyalty points system** allows users to earn rewards for using BT services. These points can be redeemed for future benefits, providing added value for customers.
- **Service Consolidation for Improved Efficiency:** Several services that were previously duplicated have been consolidated, reducing clutter and improving the overall user experience.

Mr. Budi Krishna Adhikari, General Manager of the IT Division, highlighted the comprehensive nature of the revamped app. He stated, “The revamped MyBT app retains all the essential services from the previous version, including E-load, B-Tunes, B-Ngul, missed call alerts, and KYC updates, making it a complete self-care platform for our customers. We’ve designed this next-generation App to not only enhance user experience but also enhance the overall experience of managing telecom services.”

BT is excited to offer this next-generation app to enhance the experience of its users. The new *MyBT* app is available for download now, providing an all-in-one application for BT.