

T-MOBILE UK

EMC Consulting helps T-Mobile UK offer its customers the best value, choice, and network experience

ESSENTIALS

Challenge

- Redesign and rebuild the website to bring the site back in line with the T-Mobile brand and create a cutting-edge user experience that would create a best-in-class online experience for all of its customers

Solution

- EMC Consulting was selected as a strategic partner to design and build the new T-Mobile site

Key benefits

- Simplified navigation ensures that customers can clearly understand where they need to go, and content is revealed at the right time in the customer's journey
- Traffic to the site has increased significantly
- Targets for increasing customer satisfaction were actually exceeded by eight percent

T-Mobile UK is part of Everything Everywhere—the company formed through the merger of T-Mobile UK and Orange UK. Owned jointly by Deutsche Telekom and France Telecom, Everything Everywhere Limited is the UK's largest mobile communications company, with a customer base of 27 million people. It plans to transform the industry by giving customers instant access to everything everywhere, offering the best value, best choice, and best network experience in the country.

DESIGN, BUILD, AND TEST NEW SITE IN JUST 16 WEEKS

In recent years, the T-Mobile website had seen massive growth and expansion with add-ons and new functions being created on a case-by-case basis. This unstructured, organic growth meant that certain characteristics were not in line with the strong brand that the company was loved and known for, nor did it present a holistic view of the customer experience.

This process of ad-hoc site development meant there was lots of innovative content not being used to its full potential, as the customer experience was not effectively managed. Every time new content was added, the customer journey was diluted with more options being added over time; reducing the “stickiness” of the site. This meant that customer satisfaction, as well as sales generation, were not at the levels that T-Mobile was looking for.

Customer research also showed that 74 percent of visitors to the site were looking for help or advice and wanted to access self-service functions. It was therefore determined that self-service and assistance needed to be prominent characteristics of the site, transferring its focus from pure sales to customer service.

T-Mobile wanted to rebuild its site and put the customer at the heart of everything it does. The company also felt that a redesign would be an opportunity to bring the site back in line with the T-Mobile brand and create a cutting-edge user experience that would create a best-in-class online experience for all of its customers. The team set the ambitious target of having the new site designed, built, tested, and live in only 16 weeks.

EMC SOLUTION OFFERS CUSTOMER-CENTRIC APPROACH

EMC® Consulting, a part of EMC Global Services, was selected as a strategic partner in 2008 to design and build the new T-Mobile site in 2009.

“We selected EMC because we felt their customer-centric approach mirrored what we were looking for; the structure and thinking behind our site,” said James Hoeksma, Head of Online Experience at T-Mobile.

“EMC’s bold and creative approach stood out from other proposals and this creativity extended to their approach to everything from problem solving to understanding the brand. They also know the mobile sector very well and this depth of knowledge made us confident that we would be signing up with a company that could become a long-term strategic partner as well as one that would deliver the project in hand on time and within budget.”

EMC Consulting worked in partnership with T-Mobile on the redesign by working within the business to help educate T-Mobile on the online journey that a mobile customer would make. This enabled the internal team to compare the journey customers were undertaking on the current site to the optimum journeys for different types of customers entering the site with different objectives. This then enabled them to create pathways that would ensure customers got what they needed in the fastest and most effective way possible.

“EMC Consulting worked hard to ensure that they really understand the brand values and what it is about our brand that instills loyalty among our customers.”

JAMES HOEKSMAS, HEAD OF ONLINE EXPERIENCE AT T-MOBILE

“It’s about supporting the customer’s decision-making process, every step of the journey; simplifying and informing the decision process. It’s not all about speed, it’s about helping customers make the right decisions for themselves in their own time,” continues Hoeksma.

PUTTING THE CUSTOMER AT THE HEART OF THE BUSINESS

The new site’s simplified navigation ensures that customers can clearly understand where they need to go, and content is revealed at the right time in the customer’s journey. All of the pages are now connected to ensure that no parts of the site work in isolation and the different service offerings are clearly defined. Tools have also been put in place to enable customers to view information about different handsets and packages without having to navigate away from the journey they were on. A specific success has been the phone matrix page which has driven significant changes in user behavior online.

Self-service has been put at the heart of the site so that users can access a variety of tools to check their bills, upgrade their phones, or change their tariffs among other services.

BUILDING THE BRAND

“One of the primary objectives that we had for the redesign was to ensure that our website was a true reflection of our brand,” said Hoeksma. “EMC Consulting worked hard to ensure that they really understand the brand values and what it is about our brand that instills loyalty among our customers. This was then translated into a new look and feel that wasn’t just about visual impact but also ran through the language and content.”

RESULTS

CUSTOMER SATISFACTION

Arguably the most important goal of the redesign project was to increase levels of customer satisfaction on the site. T-Mobile had set specific targets for increasing customer satisfaction by the end of the year and these targets were actually exceeded by eight percent, which gave T-Mobile UK the highest levels of customer satisfaction among T-Mobile companies in Europe.

TRAFFIC

Traffic to the site has increased significantly, and perhaps more importantly for customer satisfaction, increasing the numbers of customers who can achieve what they want online. This indicates customers are finding the site easier to use and are not “parking” transactions to complete later.

ROI

The project's financial ROI is difficult to measure accurately as there were proposition changes during this period (Christmas sale, time-limited offers, etc.). However the actual ROI is clearly measurable within the business and is described as "very significant."

The new T-Mobile website represents a leap forward in terms of innovation and design. Designed and built in only 16 weeks, the site can truly claim to have the customer at its center. The results in terms of customer satisfaction, visitor numbers, and sales are testimony to this. EMC Consulting is now working with T-Mobile to help it ensure that its entire digital presence is properly aligned to its brand.

CONTACT US

To learn how EMC products, services, and solutions help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.

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EMC Corporation
Hopkinton, Massachusetts 01748-9103
1-508-435-1000 In North America 1-866-464-7381
www.EMC.com

EMC Computer Systems (UK) Limited
EMC Tower, Great West Road, Brentford, TW8 9AN United Kingdom
+44 (0)870 608 7777
uk.EMC.com

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