



WINNER FOCUS:
HOW THREE WON BEST MOBILE STRATEGY
AT THE UK DIGITAL EXPERIENCE AWARDS 2017

MOBILE STRATEGY – THREE UK

Three UK is a well recognised communications company that focuses on quality and customer-centric service.

They are known for their reliable service and attitudes that disturb industry norms and bring telecommunications to a new generation. Three UK employs more than 4,400 people and covers 98% of the UK population with their service.

Recently they've been focused on delivering a digital shift for their customers through an app-first approach. This case study covers their recent initiatives and efforts to deliver an exceptional 'digital first' strategy.

BUSINESS CONTEXT BEHIND THE CHANGES

The people at Three UK are driven by an ambition to be the UK's Best Loved Brand by 2021 and by delivering best in class experiences, they believe this can be achieved.

As part of this customer experience, digital experience has become a large focal point in the telecommunications industry. External research has shown that in 2015, 74% of customers access the internet on the go and that 90% of the time spent on a mobile phone is in apps. For Three UK, this meant that their 'Three App' needed to be at the forefront of customer interactions with the company.

The desire and preference by Three's customers was to use apps, they just needed to optimise the experience.

THE OUTSTANDING DIGITAL EXPERIENCE DELIVERED

Growing their app and creating an amazing experience was at the forefront of the Digital Experience Delivered by Three UK. Improving experience for customers was of equal importance for both the existing customer base as well as new customers. And so Three had to also reconnect with incentive users and get everyone engaged with the newly made changes.

With these set goals in mind, Three UK proceeded by developing push notification integration in their app. Push notifications allowed them to reach users and provide an easy way for the company to do two simple things better than in other channels – notify users when bills are ready and notify them about app updates.

Bills were chosen as a core use of the app for customers and staff alike. Three also conducted testing of their push notifications to see the level of engagement amongst customers and were pleased to see significant interest. The service was quickly automated and made available, giving users greater access to information and providing a better mobile experience through useful push notifications.

Apart from the introduction of push notifications, customers are now also informed about new versions of the app. Updates have been made easy through push notifications that both inform and allow for the quick updating of the Three app.

The combination of these two initiatives has allowed Three UK to rapidly grow an active user base that's engaged and delighted to have a well optimized mobile app platform.

BUSINESS IMPACT AND RESULTS

Three UK has seen major improvements across the board and increases in customer satisfaction scores and increases in revenue as a result of the app's usage by customers.

The app is also the highest rated self-serve app from UK Network operators and Three UK continues to upgrade it by targeting key areas of concern for users and improving vital areas identified by the review of customer feedback and analysis.

THE DIGITAL EXPERIENCE AWARDS 2018

Does Your Company Use Digital Applications to Enhance Customer Experience?

If your organisation already invests in its customer journey by using digital applications to enhance their experience, then entering the UK Digital Experience Awards is a fantastic way to achieve recognition in your enterprise. Entering this award is a valuable opportunity to bring your team together and celebrate your success.

Not only that, the finalists receive a benchmarked feedback form from our panel of independent and impartial judges, and you have the opportunity to present your entry live to them at the awards finals in front of other industry leaders.

For more information on how your business can benefit from entering the UK Digital Experience Awards 2018 and to enter online, visit the website here.