



# Transforming Experience for the Digital Customer

Feb 2018

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# Meet George...

- **Spends** 3 hours a day surfing the internet primarily via his mobile
- He is social belonging to the 5m **Facebook users** and to the 60% of Greeks who spend >1hr a day in social media
- **Owns** >2 connected devices (smartphone, tablet,..)
- He belongs to the ~2,5m Greeks using Instagram and/or YouTube at least once every month
- He is brave and he does not belong to the 70% of Greeks who afraid online fraud via credit cards
- He is part of the 40% of European online purchasers who buy at least once a year imported goods
- He belongs to the 60% of Greeks who use digital channels for their holidays (e.g. research, booking etc.)



# George's journey is continuous...

...where data can transform every aspect of the customer journey



# Giving more power and control to George...

In the past:

- Mobile Data usage often exceeded monthly allowances resulting to
  - Bill shocks, customer frustration, complaints, etc..

Today's experience:

- He does not have to worry about data bill shock
- George controls his data usage and buys on demand with one click

And the result?

- Everybody wins!

Τα διαθέσιμα MB σας για Internet είναι:

0 GB ΥΠΟΛΟΙΠΟ Αναλυτικά > Τελευταία ενημέρωση: 21/02 16:29:51

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# Saving time for George...

## Payments/Top ups In the past:

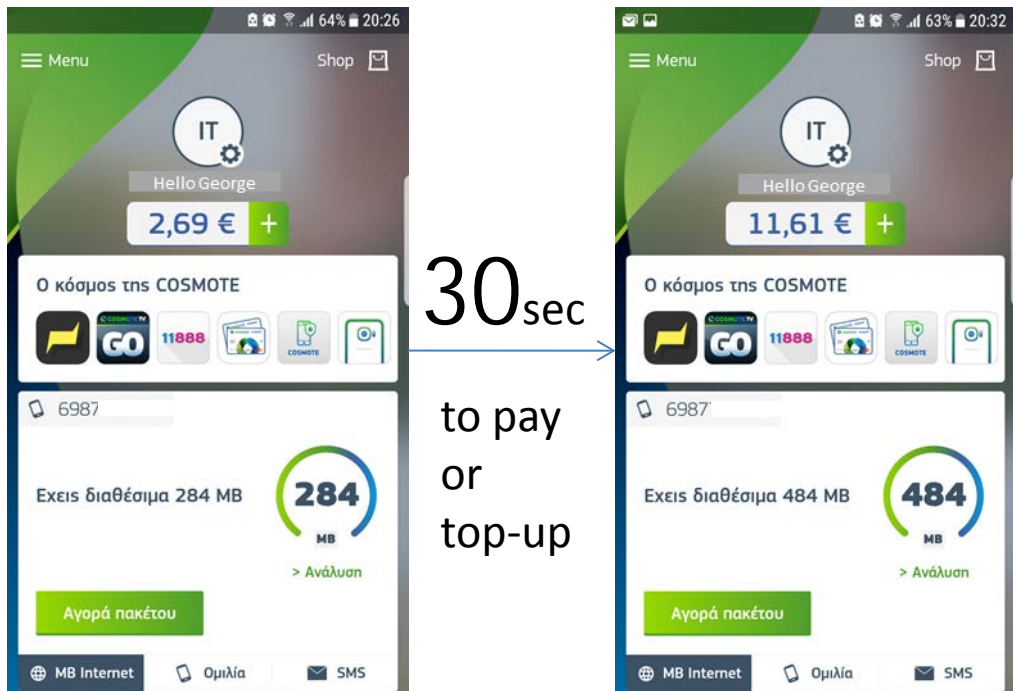
- Bill payment was a journey on its own
- Missing payments on specific dates: go through the pain of suspension
- Wanted to top up 12:00 at night to use your phone with no kiosk around?: not possible

## Today's experience:

- Paying real time via the app in <30secs: keep your phone on and optimize your cash flow

## And the result?

- Customers love it, less complaints and unwanted suspensions, operational savings



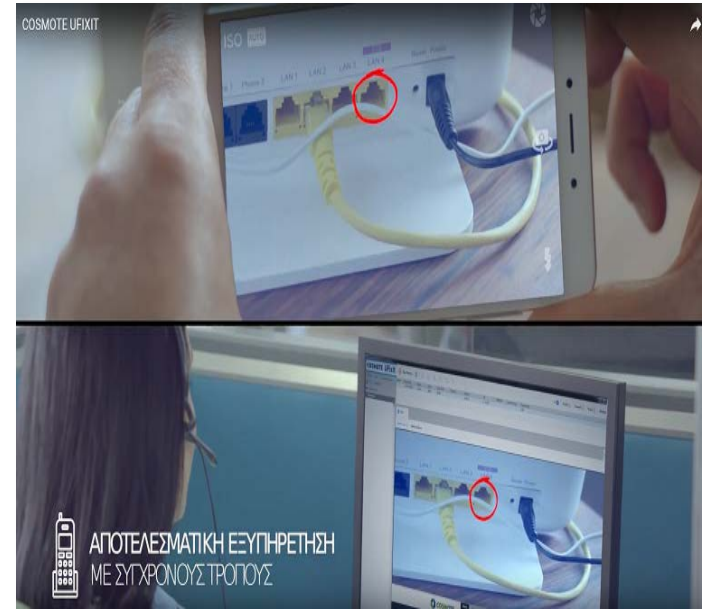
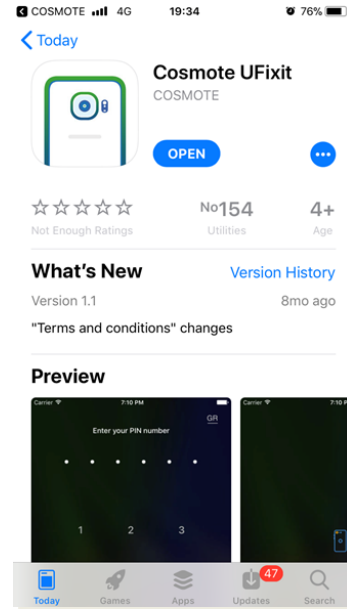
# Transforming customer service for George...

In the past:

- Internet router or TV set top box settings/faults: a pain...
- Customer spending considerable amount of time to sort it out

Transforming service management:

- Cosmote Ufixit service app
- Showing in real time through the screen of the customer mobile phone what to do while he is at his house/premises



# LESSONS

- Digitalization of Customer Experience is a strategic decision: it can strengthen or weaken a company's competitive position
- It is about believing and investing in CHANGE: new operating model, new skills, new technologies
- **Key elements & practices to master:**
  - Customer Journey Design: product for features but journey for experience
  - Customer Feedback: make it a second nature to collect customer feedback – it is now abundant and affordable via digital technologies
  - Data Analytics: the new engine for faster and better decision making – skills and technologies to invest

LEARNED



# Appendix/Sources

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- Focus Bari: Greek Consumers' Experiences Syndicated Study, Jul 2017
- Kantar TNS: Connected life - 2017/18 – Media & devices
- Focus Bari: Focus on Tech Life, Oct-Dec 2016
- Master Card survey: How Europeans shop online (published in Q1 2017)