

Customer Centred Design at O2

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Telefonica O2 UK



- Telefonica Group
- €7bn turnover, 25% profit (OIBDA)
- 12,000 employees
- 22 million customers
- 7th most valuable UK brand



The O₂

PRIORITY

Customer Centred Design at O2

Why

How

What worked



Why Customer Centred Design?



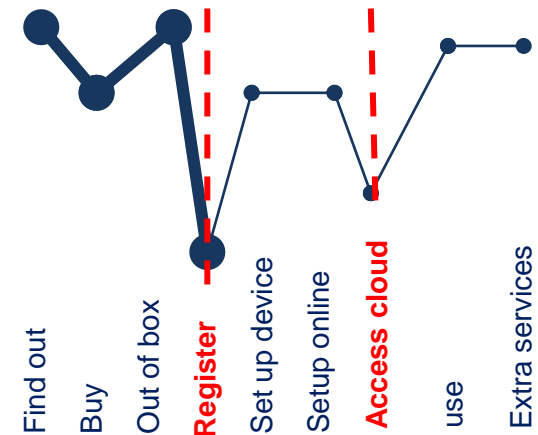
CCD = tool to create great O2 Customer Experiences

Why change?



Sometimes we deliver a great customer experience...

.... sometimes not



CCD = better Return on Investment (ROI)

Customer Centred Design at O2

Why

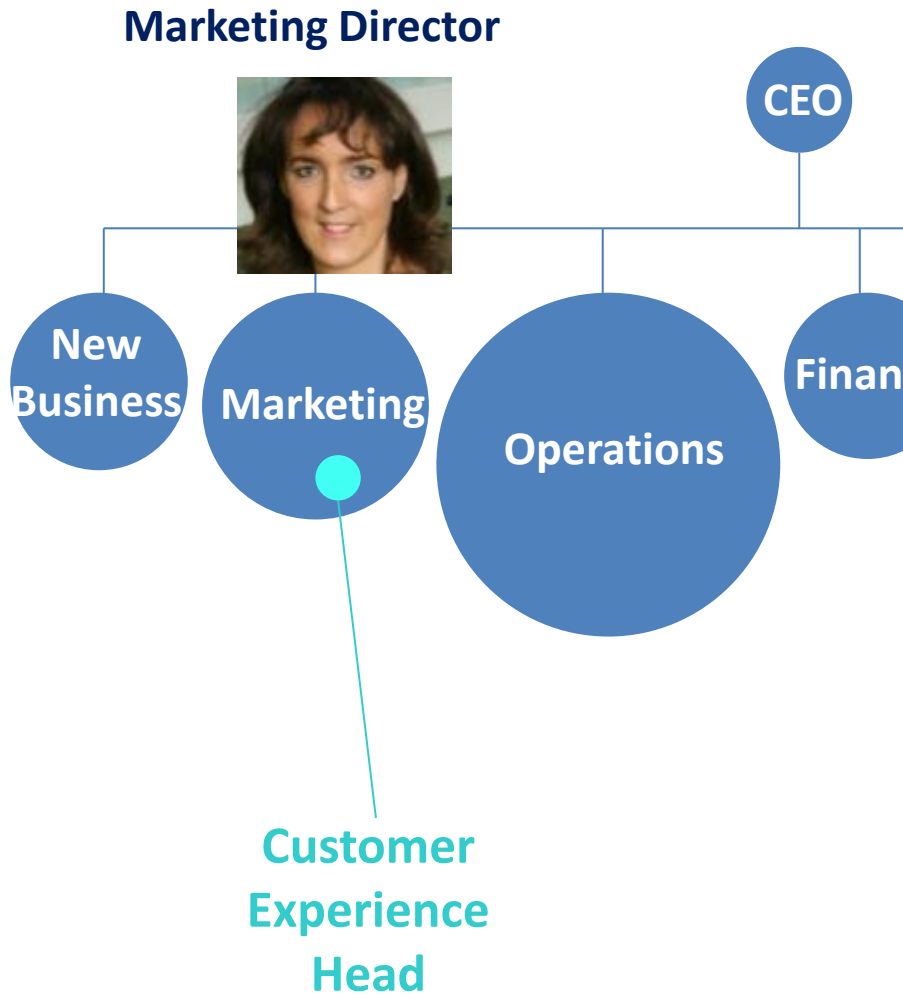
- 1m more Fans
- better ROI

How

What worked



O2 -2009



Milan, Swisscom



1. What is an O2 customer experience?

The four principles

Feels like O₂

Fresh Helpful **Trusted** Personal Smart

19

Be 100% honest

Say it how it is and do what you promise.

Ask yourself:

- Are we making promises we can't keep or setting expectations we can't meet?
- Can we really do what you say (right now, not in the future)?
- Are there any catches? Or small print?
- Do customers think you have actually delivered on your promise? Test to find out.



John Lewis

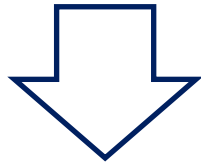
John Lewis

John Lewis had a price pledge: 'never knowingly undersold'. They became famous for it – and trusted because of it. And they've built on that trust. Today, their extra guarantees, 'no quibble' refunds and high standards of service are just as famous. They're always as good as their word. That's why they're one of the most trusted names in the UK.

2. But how do you make it?

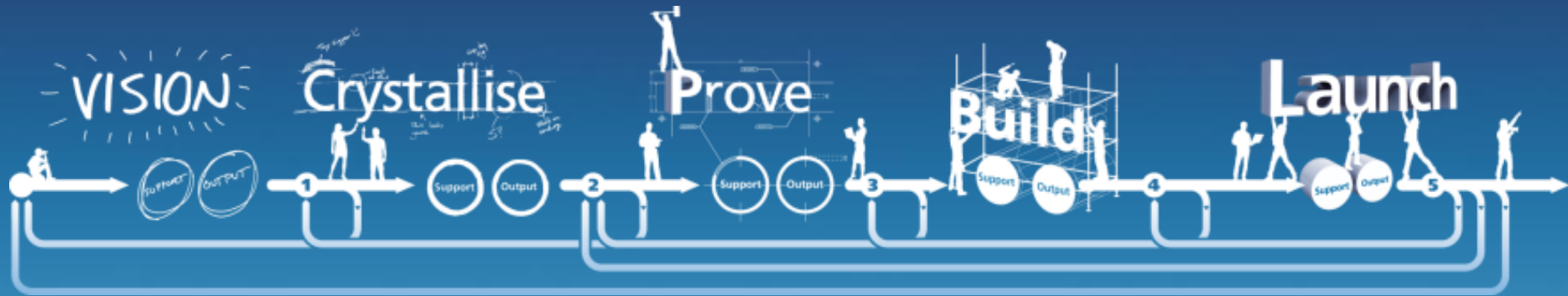


old O2 process....



- ...Design process**
- Customer at heart
 - Try stuff, prototypes
 - Iterate

This is what it looks like

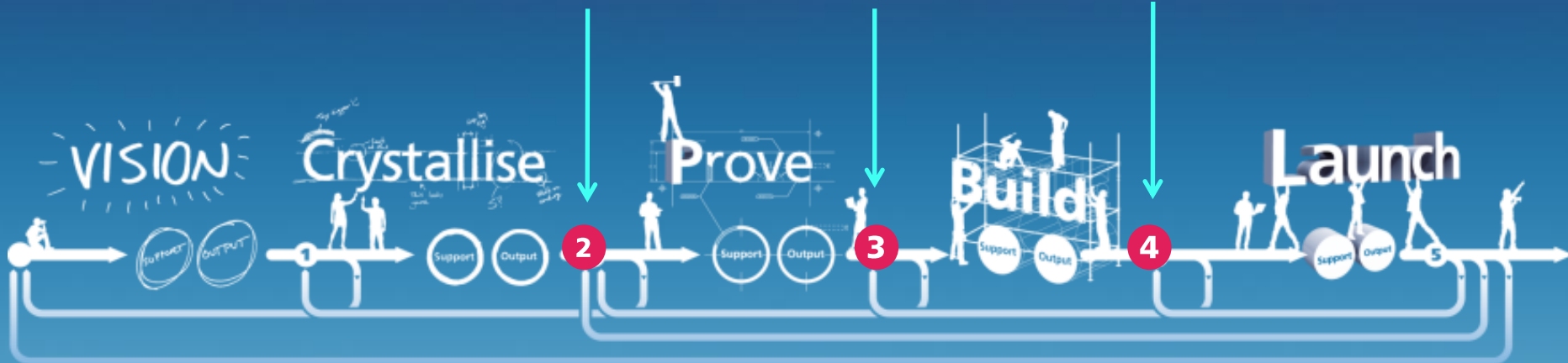


3. Collaborate – big time!



4. Decision making & control

Decision		CE Committee, CE Clinic	
Control			



5. Tools & Training

Vision Card project

Date: 9th Nov 2010

Customer Experience	Business
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What: When I require support...
Why: Getting and being issues for the leading...

O₂ Wi-Fi Personas

Dakshi Ambitious Status Seeker

Age: 33
Gender: Male
Location: London
Profession: Media Planner

"Don't have time"

Being online on-the-move standard behaviour for Dakshi so he tends to reach for his phone first when he's at home too. He says he's too busy to get round to configuring it...

Storyboard

1. I am getting my new phone.

2. After a few days of having the new phone, Dakshi gets a call from Annette at O2 to welcome her to their network.

3. This lady from O2 tells her all about the benefits of being with O2 and asks whether she has set up her phone so she can use her mobile stuff.

4. Annette asks her what she likes to do.

5. Dakshi follows the instructions and can go to watch Bunu TV on a tablet.

6. Dakshi finds she gets a faster experience.

Profile

iPhone
Android
Other smartphone
Mobile browser

O₂

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1.0.0.0 - Final version

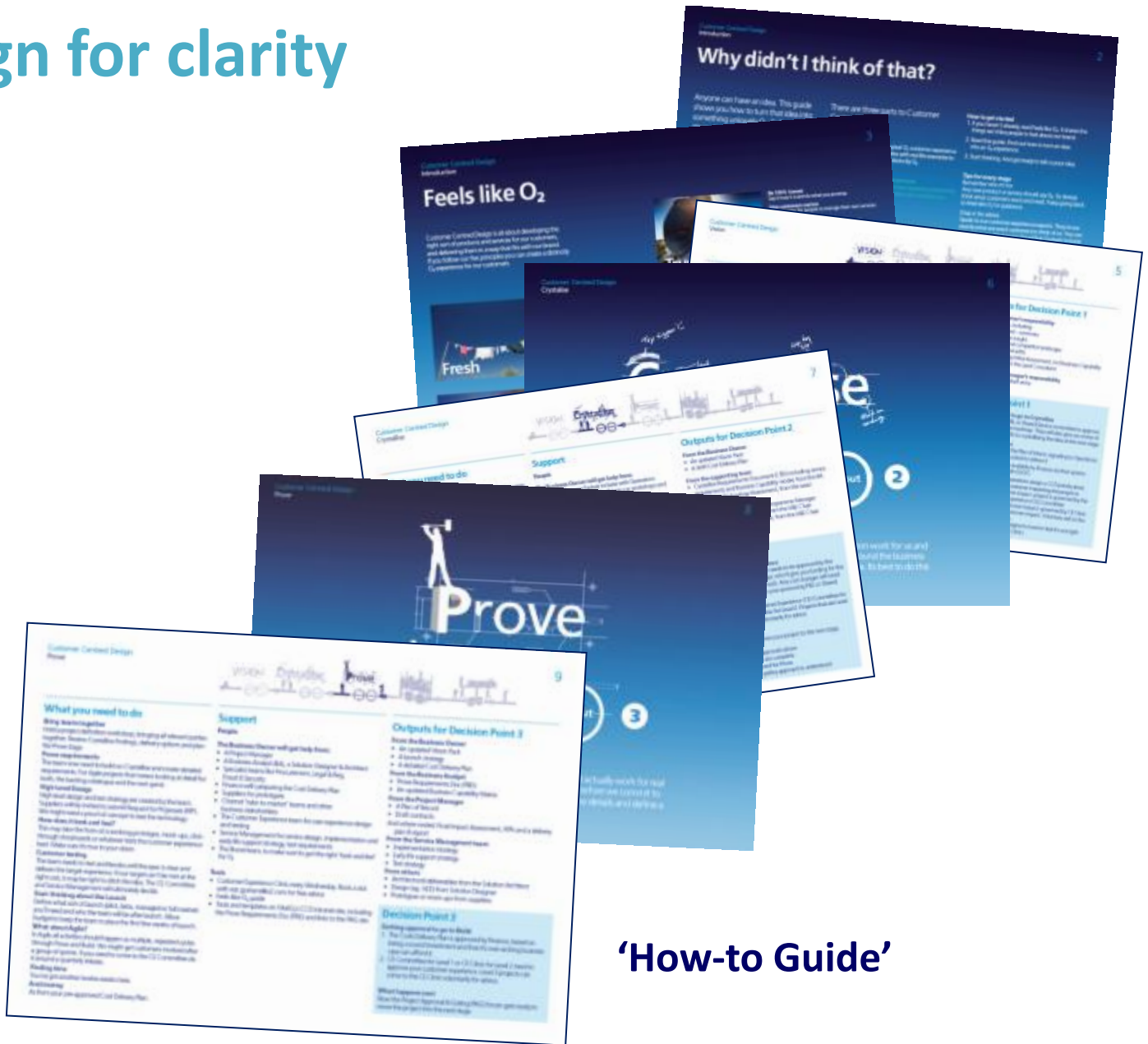
It is the policy of O2 to ensure that all our products and services are accessible to all our customers. Where appropriate, the design and development of our products and services will take account of the needs of our customers with disabilities.

Section	Content
Customer	<ul style="list-style-type: none"> Customer service Customer service
Product	<ul style="list-style-type: none"> Customer service Customer service

Page 20



Use design for clarity



‘How-to Guide’

5. Tools & Training

Range of training tools

1. Animation 4mins
2. E-learning module 30min
3. Half day course 4h
4. Full day 8h
5. local 'Specialist classes' 1-2h



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- 1m more Fans
- better ROI

How

- What is an O2 Experience?
- A design process
- Collaborate!
- Decisions & Control
- Tools & Training

What worked



Measuring CCD?

1. Individual **product's satisfaction**
2. # of fewer **Changes**
3. Employees: are we a more **customer centric organisation?**
4. Launches: # of **unanticipated issues** and fixes during launch
5. **Efficiency** of process- via survey in Operations

Results so far?

1. Products launched

- *Int'l Favourites*
- *Gurus*
- *Conferencing* 

2. CE Committee, CE Clinic

3. Internal Feedback



Top Tips



1. *Need Board sponsorship*
2. *Collaborate: influencers & champions*
3. *Design led process*
4. *X-company CE Committee, Clinic*
5. *Tools - keep it simple, hijack the biz tools*
6. *Hardwire decision making & control mechanism*
7. *Use design for clarity*

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- What is an O2 Experience?
- A design process
- Collaborate!
- Decisions & Control
- Tools & Training

What worked

- Measuring?
- First results
- Top Tips



*Your
thoughts
?*