



mobile connect



Mobile Connect on
Mi Movistar: Improving
adoption and usage

Telefónica Spain

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Telefónica Spain's learnings from deploying Mobile Connect

Mobile Connect is a new standard in authentication driven by mobile operators around the globe. It provides convenient, secure and privacy-protecting authentication, authorisation and identity services.

The Telefónica Group deployed Mobile Connect in Spain at the end of 2015 to make it easier for customers to use its online self-care portal, Mi Movistar. By streamlining the Mobile Connect registration flow, and implementing a related communications strategy, Telefónica Spain has driven adoption of the service and increased traffic on Mi Movistar. The key takeaways from Telefónica's experience are:

- Operators need to simplify the Mobile Connect registration as much as possible – both in terms of the process itself and the content displayed.
- The underlying service brand needs to be visible throughout the Mobile Connect registration process to increase user trust.
- Registration for Mobile Connect should be included by default in new subscription contracts.
- Consider marketing Mobile Connect to subscribers with targeted one-to-one promotions aimed at influential and active users of the underlying service.
- Consider promoting Mobile Connect across channels as a “password-less” method of accessing personal accounts.
- Consider including a simple Mobile Connect message in promotional activity relating to the underlying service.

As a result of Telefónica's marketing and implementation strategy, registrations to Mobile Connect grew by more than 50% per month during Q4 2016, while monthly transactions on Mi Movistar increased sixfold between July and December 2016.



The problem: registration dropouts and driving usage

Telefónica Spain implemented Mobile Connect on its internal self-care portal, Mi Movistar, with the objective of increasing traffic on the web site. By enabling consumers to authenticate themselves quickly and securely, without having to remember a password, Mobile Connect would make it easier for them to access Mi Movistar and make use of the self-care features and services on the site.

In the first six months after the launch of Mobile Connect, in which the service wasn't publicised, Telefónica monitored and analysed the deployment. Although the initial results showed steady growth in

the number of registered and active users of Mobile Connect, the absolute numbers remained lower than expected.

The analysis showed that having to register for Mobile Connect was a key pain point for end-users: each step in the registration process induced more dropouts, meaning that many potential customers didn't adopt Mobile Connect.

Telefónica decided to solve this usability issue before actively promoting the service to their customers to increase traffic volumes.



First phase: simplifying user registration

As a first step, Telefónica Spain streamlined the Mobile Connect registration process and made the experience simple for new customers.

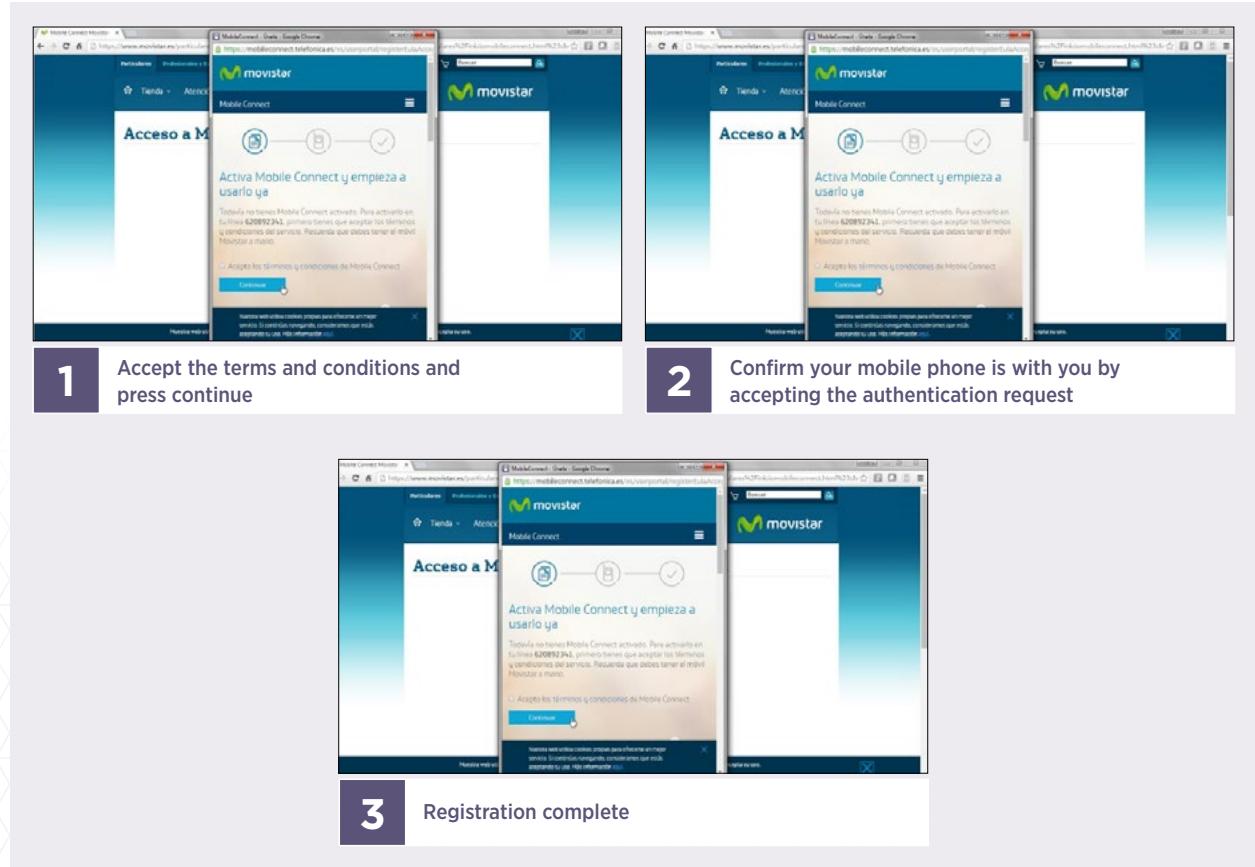
1 Streamlining and simplifying the Mobile Connect registration process

The first step that Telefónica Spain took to improve the conversion rate was to expedite the user experience, implementing a “fast-track registration” user flow involving only two steps: users agree with the terms and conditions of the service (one click) and then respond to the authentication prompt on their mobile phone (see Figure 1). The content of the web pages was also revised to display only the information required to guide users through the process.

One of the reasons users were dropping out of the registration process was a step that took them away from the familiar website they wanted to access – Mi Movistar – to another which they knew nothing about – Mobile Connect. This was perceived as a source of confusion for customers. To solve this, all the pages in the new registration process retain the “Mi Movistar” context and branding, thus reducing the surprise factor.

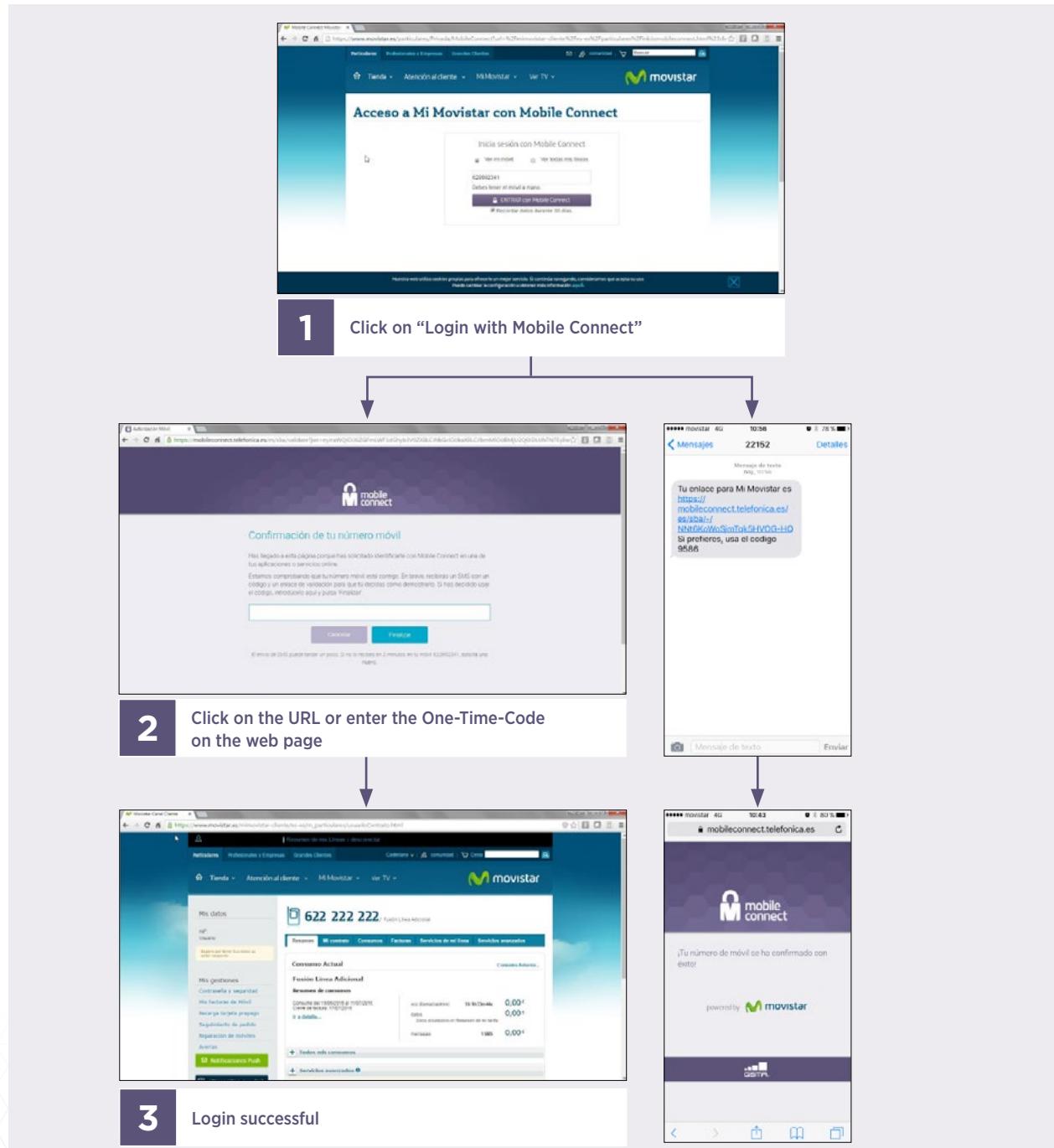
This “Fast-Track registration” user flow is triggered once the user chooses the Mobile Connect service and enters their mobile number.

FIGURE 1: “FAST-TRACK REGISTRATION” USER JOURNEY IN SELF-CARE PORTAL MI MOVISTAR



However, for subsequent log-ins, already registered users are taken to Mobile Connect-branded pages (see Figure 2 below).

FIGURE 2: AUTHENTICATION USER JOURNEY FOR MI MOVISTAR



2. Mobile Connect available by default to new contracts

The purpose of the online registration process is to inform users of the existence and features of Mobile Connect, and for them to accept the associated terms and conditions.

To minimise the number of people who need to go through this extra step online, Telefónica has now included the Mobile Connect terms and conditions in the contracts for its other products and services: every person purchasing a new phone or subscription from any Telefónica store in Spain is now enrolled for Mobile Connect when they sign the contract. When a subscriber first uses Mobile Connect on the Mi Movistar self-care portal, they go through the standard authentication process.

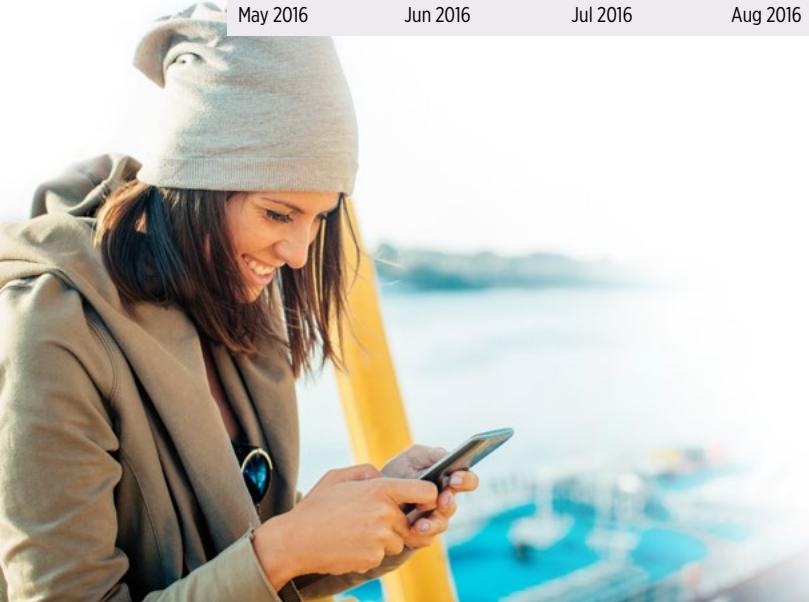
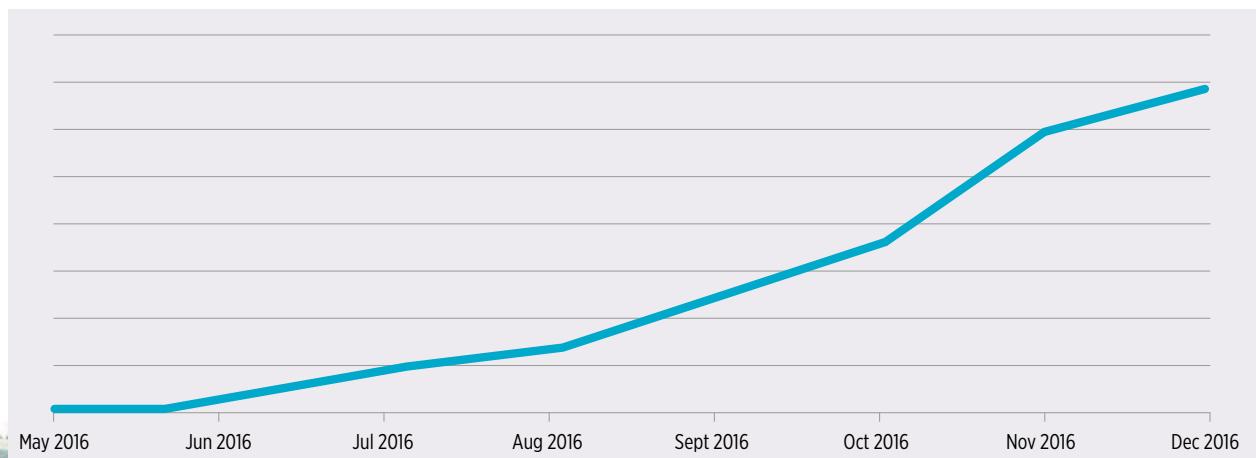
Removing the need for a dedicated registration flow provides customers with a smoother experience from the first time they use the service, thus reducing potential dropouts.

3. Results – a sustained growth in registrations

Telefónica Spain implemented these changes on 18th June 2016. As a result, dropouts during the registration process fell by 40% while the number of registered users soared twentyfold between early June and early July.

Since then, registration numbers have continued to rise rapidly, growing by over 50% each month during the autumn of 2016 (see Figure 3 below).

FIGURE 3: TELEFÓNICA SPAIN REGISTERED MOBILE CONNECT CONNECTIONS



Second phase: active promotion of Mobile Connect

Having streamlined the registration process, Telefónica could start actively promoting Mobile Connect.

1 Targeted one-to-one promotion

Telefónica began by selecting a group of influential and active “digital consumers” among the subscribers who used the Mi Movistar self-care portal actively – at least once a month.

Telefónica started contacting these customers individually via email or phone to tell them about Mobile Connect in the hope that a simpler log-in option would encourage them to use the portal more often.

2 Multi-channel communication

Early in the summer of 2016, the Mi Movistar team began promoting Mobile Connect on the website itself. They amended the contents of all the “help” topics related to personal accounts to highlight Mobile Connect as a password-less option for users to access their account. The same message was displayed on banners in the help section. When a user failed to enter their correct password when trying to access their account, they would also see a message promoting Mobile Connect.

In parallel, Telefónica devised a multi-channel communications strategy. This involved encouraging usage of Mobile Connect on its various web properties and social media accounts, and drawing attention to it in call centres. The operator created a video to explain

the principle of Mobile Connect to end-users and an infographic to guide them through the journey and demonstrate its simplicity.

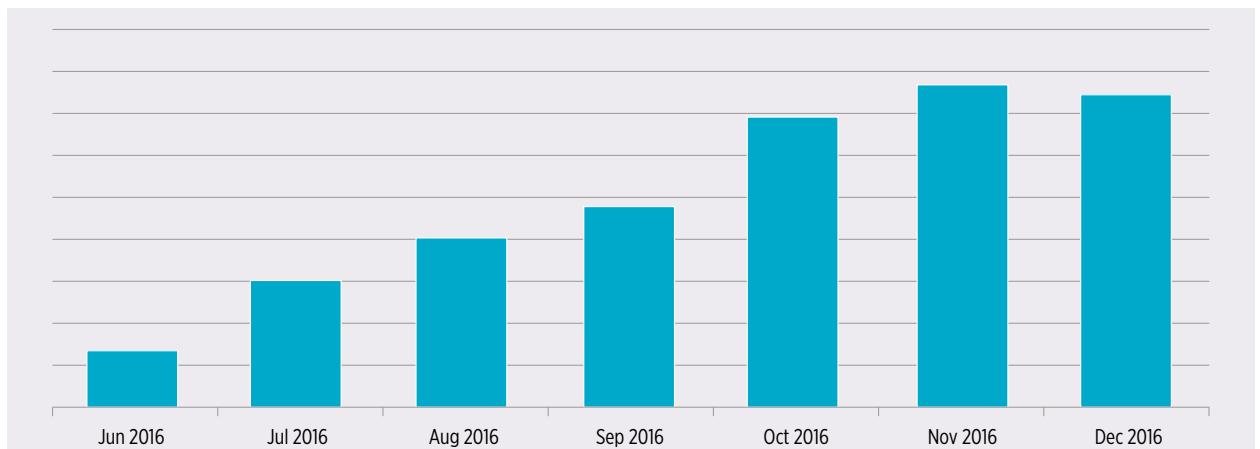
As a result of this first campaign, the share of Mobile Connect of the total log-ins to Mi Movistar rose threefold in just two weeks.

4.3 Encouraging access to digital bills without passwords

In September, Telefónica began to actively encourage users to switch to digital bills and use Mobile Connect to access their billing information quickly and easily online: Telefónica ran a SMS campaign encouraging subscribers to access their monthly bills online using the password-less method offered by Mobile Connect.

Moreover, a one-day push notification promoting Mobile Connect to users accessing the website prompted a further surge in activity – pushing traffic on the site up to four times the usual daily transactions. In October 2016, Telefónica ran a promotion in which customers accessing their online accounts or digital bills via Mobile Connect could win €500 in gift cards. As a result, the number of transactions on Mi Movistar in October grew by 44% compared to the previous month, rising again in November (see Figure 4 below).

FIGURE 4: MONTHLY TRANSACTION VOLUME ON MI MOVISTAR



Conclusion and roadmap

The take-up and usage of Mobile Connect among Telefónica Spain subscribers has grown significantly following the user experience enhancements and active promotion. A growing number of subscribers are using Mobile Connect to access the Mi Movistar portal quickly and easily, increasing usage of that service. Telefónica is now collaborating with the other Spanish operators to jointly enable Mobile Connect for other online services from third parties.

In the past year, Telefónica has also launched Mobile Connect in several of its Latin American operations, such as Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Uruguay. It is now looking to replicate the adoption strategy that has been successful in Spain in Latin America.





Sharing best practice

Any improvements you have made to your deployment(s) which have translated into strong numbers?

We want to hear about your experiences – and with your permission, help you share them for the benefit of all operators working in the Mobile Connect ecosystem.

**Please get in touch with our Mobile Connect team at GSMA London,
mobileconnect@gsma.com**

To find out more about Mobile Connect,
please visit **gsma.com/mobileconnect**



**Personal
Data**

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