

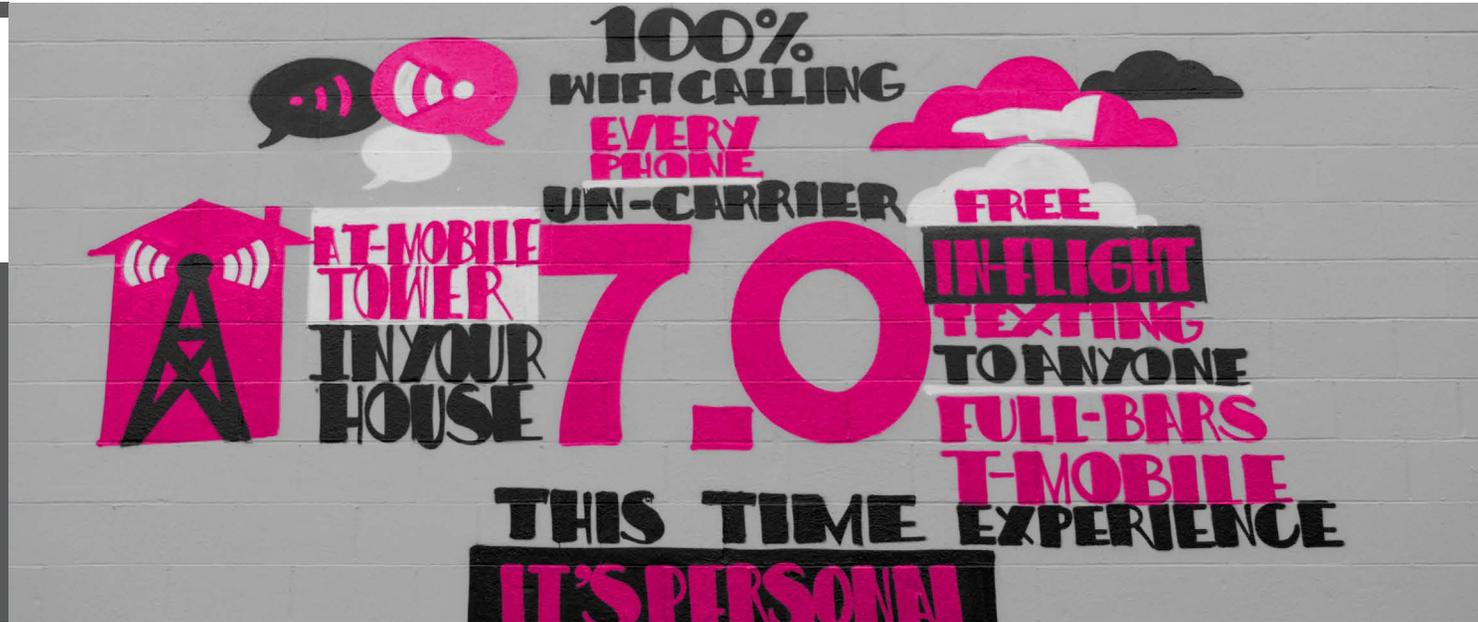
T-Mobile, breaking barriers to service.

Major wireless provider goes against the grain by ditching contracts and delivering the digital experiences that customers want.



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Ryan Pizzuto, Manager, Web Testing & Optimization, T-Mobile



SOLUTION

Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions within Adobe Marketing Cloud

RESULTS



SEGMENTATION

Enabled granular view of audiences across devices and screens, supporting more advanced strategies



TARGETED EXPERIENCES

Enhanced testing and targeting capabilities with customer data to increase relevancy



DRIVE CONVERSION

Boosted click-through rates for phones by up to 16% and average order values by up to 56%



TOP CARE

Ranked first for Wireless Customer Care Performance for full-service mobile carriers from JD Power & Associates.

T-Mobile

Established in 1999

Employees: Approximately 45,000

Bellevue, Washington

www.t-mobile.com

PointMarc

www.pointmarc.com

CHALLENGES

- Defining audience segments and using customer data to target new experiences
- Delivering more relevant content and experiences to drive conversion
- Adopting a scalable, integrated platform for maturing digital marketing strategies
- Encouraging customer engagement on mobile-friendly properties

The power of magenta

In feng shui, the color magenta takes on the personality of the non-conformist and the enlightened. It's progressive, it's innovative, and it's energetic. Unlike yellow, red, and blue, magenta isn't emitted within the visible light spectrum and can only be created in the human mind.

When T-Mobile formed in 1999, it's unclear if magenta was something executives considered when developing the company's now iconic logo. What is clear, however, is that the characteristics of magenta are ingrained within the company's DNA.

A provider apart

T-Mobile is differentiating itself by truly putting the customer first and by leveraging an independent, cross-functional team dedicated to providing customers the experiences and services they want. Starting by freeing customers from their contracts, the company wanted to empower customers with the comfort they could leave at any time and the confidence they are always getting the best service for the right price.

For many customers, this is an entirely new approach to engaging with a major carrier. As part of the deal, customers are required to purchase their own phone, which is made affordable through the company's financing program.

"There are no other offers like this in the market," says Ryan Pizzuto, Manager of Web Testing & Optimization at T-Mobile. "The real challenge is communicating this new level of service to customers because they've never seen it or considered the advantages, especially because other major carriers do business very differently, locking them into two-year contracts and not offering the same flexibility."

As a result, T-Mobile needed to get reliable customer data quickly to develop an understanding of who its audience is and how customers interact with digital properties across segments.

Solutions to stand out from the crowd

With Adobe Marketing Cloud, including Adobe Analytics, Adobe Target, and Adobe Experience Manager, and through its partnership with PointMarc, T-Mobile has a complete digital solution for supporting its business as an "un-carrier". "Adobe Marketing Cloud has helped to transform our role within T-Mobile as reporters into real customer advocates," says Pizzuto. "Now, we can uncover customer pain points and make actionable recommendations on how to make customer experiences better."

“Now that we have more people involved and they can see data firsthand and the results, we gained more support and are achieving success even faster.”

Ryan Pizzuto, Manager, Web Testing & Optimization, T-Mobile

The profiles and audience core service within Adobe Marketing Cloud serves as a bridge between Adobe Analytics and Adobe Target. Marketers can flow data collected from Adobe Analytics and first-party solutions into consolidated audience models. T-Mobile can then use this information for targeting audiences with specific messages and optimizing customer experiences.

Laying the foundation for creating and then delivering digital experiences is Adobe Experience Manager. The flexible platform supports the demands placed on T-Mobile's digital properties. In particular, support for responsive design in Experience Manager meets the company's growing demand for mobile accessibility. In addition, the assets capability in Experience Manager provides a centralized repository for corporate assets that can be used on the T-Mobile and My T-Mobile portals.

One key component to the company's transformation was shifting its internal culture to become more data driven. Through enhanced reporting that enables more uniform measurement, audience segmentation, and KPI development, Adobe Marketing Cloud helped to align teams and improve visibility for optimization programs.

Previously, company-wide interest in web optimization and analytics was limited to a small team that could sit around a single table to make decisions. More robust reporting enabled by Adobe Marketing Cloud has since helped to ingrain data-driven strategies into the fabric of the company. The growing team and involved stakeholders can now fill a small auditorium.

“Stakeholders across the organization knew a bit about what we did before Adobe Marketing Cloud, but the results weren't always believable,” says Pizzuto. “Now that we have more people involved and they can see data firsthand and the results, we gained more support and are achieving success even faster.”

Testing the waters

In making the transition to becoming a contract-free mobile provider, the biggest question for T-Mobile was how to communicate this new concept to skeptical audiences. Intuitively, the company first targeted its landing page and product pages for optimization.

T-Mobile marketers started by exploring how phone prices were presented to customers as they navigated the site. The initial experience that featured solely the up-front price of mobile devices saw an immediate fall in conversion. Alternatively, marketers presented the device prices as options, either having customers pay the full amount or as a monthly payment; that approach helped to boost conversion by 16% and achieved a 56% boost in average order value. However, there was one segment where analysts still saw significantly low conversion: customers with subprime credit.

“Integration between Adobe Analytics and Adobe Target gives us both a means to optimize customer experiences and discover the true ‘why’ behind the impact.”

Kate Boatman, Senior Manager of eCommerce and Digital Analytics, T-Mobile

With the installment program, subprime credit customers saw their up-front payment increase during the checkout process as they provided personal information, making for a less than ideal experience. Adobe Analytics helped to uncover that 73% of visitors who clicked on the offer fell into this category and all but a small group abandoned checkout. To combat this, the team integrated a credit estimator into the product page to improve transparency behind why financed phone prices would increase or decrease up front, helping to better set all customers’ expectations.

“Integration between Adobe Analytics and Adobe Target gives us both a means to optimize customer experiences and discover the true ‘why’ behind the impact,” says Kate Boatman, Senior Manager of eCommerce and Digital Analytics at T-Mobile. “It also provides a common language for collaboration between analysts and optimization teams, so we can bridge our resources to solve customer and business challenges.”

The disciplined approach to analyzing, testing, and optimizing customer experiences has also extended to its mobile property. By first segmenting anonymous customer profiles, and then testing new banner experiences and delivering targeted banner ads to each audience, the team increased conversion from 9% to as high as 34%.

This specific use case was made possible due to T-Mobile’s ability to segment those mobile visitors in Adobe Analytics by mobile carrier and then share that audience information through Adobe Marketing Cloud, so that those same audiences could be served the targeted banners, comparing their current carrier’s offers against T-Mobile offers. Additionally, T-Mobile can also consider customer preferences for pre-paid products or monthly programs with new creative.

Using the same analytics, testing, and optimization capabilities used to attract customers to T-Mobile, the company is also delivering better service to existing customers. With enhancements to its new My T-Mobile pages—including clearer messaging, navigation, and Q&A—the company is improving overall digital experiences and self-service options.

For example, small changes, such as enhancing visibility of the customer’s ability to make changes to their account on their own not only increased the number of customers updating their accounts online by 23%, but also dramatically reduced service call volumes to its service center.

“Adobe Experience Manager empowers web producers and marketers to create and publish quality content without developer assistance.”

Vinay Kshirsagar, Chief Architect, T-Mobile

Rapid rollout of updates

While the insights from Adobe Analytics and Adobe Target help T-Mobile marketers uncover how to optimize customer experiences, Adobe Experience Manager enables T-Mobile to implement needed changes quickly and consistently across digital environments. Seeing the shift from desktop to mobile browsing, it was particularly important to create a compelling mobile experience. T-Mobile decided that it needed to upgrade from its .NET environment to a more robust content management system.

While the IT team originally chose to work with IBM, T-Mobile discovered that the solution lacked the flexibility required for mobile websites. Designing responsive, mobile-friendly layouts was time consuming, and mobile versions of webpages had to be recreated from scratch.

“The Adobe team suggested Adobe Experience Manager would support the mobile-first designs we needed,” says Vinay Kshirsagar, Chief Architect at T-Mobile. Working with Adobe Consulting, T-Mobile carried out a quick proof of concept that validated Experience Manager was the best choice. “We made the switch to Experience Manager in only six weeks and launched our first major release in only five months.”

One reason for the fast development times is the ability to create and reuse modular components. Rather than creating all pages from scratch, web producers can build pages around images, snippets of code, text, and other components using the Experience Manager sites capability. A component that displays a customer’s data usage, for example, can be placed on the main landing and billing pages, eliminating the need for developers to recreate elements.

For T-Mobile, the customer portal is more than just a way to convey information—it’s a powerful e-commerce site that customers use to upgrade phones, pay bills, buy accessories, and change service plans. Because Adobe Experience Manager is integrated with T-Mobile’s back-end systems, the marketing team can enable the interactive experiences that customers demand.

With flexible authoring workflows, creating a web page is as simple as dragging assets into templates. “Adobe Experience Manager empowers web producers and marketers to create and publish quality content without developer assistance,” says Kshirsagar. “Reusable assets not only cut down on development time but also create brand consistency across T-Mobile sites.”

The newly designed Experience Manager websites have reduced page load times by about 80%, leading to increased page views and adoption. “When we started, about 70% of our traffic came from desktops,” says Kshirsagar. “Our new mobile-friendly designs are encouraging more mobile engagement, with about 65% of our web traffic today coming from mobile devices.”

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions. Capabilities used include:
 - AB testing
 - Multivariate testing
 - Rules-based targeting
 - Marketing reports and analytics
 - Ad hoc analytics
 - Sites
 - Assets
- Core services used include:
 - Profiles & audiences

Most importantly, T-Mobile has transformed its customer experiences. In just one year, the company went from last to first in JD Power & Associates' Wireless Customer Care Performance rankings for full-service mobile carriers. With customer satisfaction at an all-time high, the company is on target to drive growth as a customer-friendly un-carrier.

Five-bar communications

As T-Mobile successfully distances itself from the pack, it will continue to adopt Adobe Marketing Cloud solutions to support even more dynamic communications. By implementing new capabilities within Adobe Experience Manager, the company can further enhance customer experiences by employing dynamic media, 360-degree interactive images, and video in both mobile and web platforms to impress every audience.

"Deploying Adobe Marketing Cloud was the first step for success at T-Mobile with launching new strategies and experiences that get our customers' attention," says Pizzuto. "With each new, integrated solution we use, we just get better and better."

For more information

www.adobe.com/solutions/digital-marketing.html



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