



# HOW TO OFFER SUCCESSFUL MOBILE SERVICES

Stanislav Rejthar, T-Mobile Czech Republic a.s.  
Mobile Internet Portal Strategies, London 21st May 2008

# Agenda

## Successful Mobile Service

The customer is the only person qualified to specify what Quality means.\*

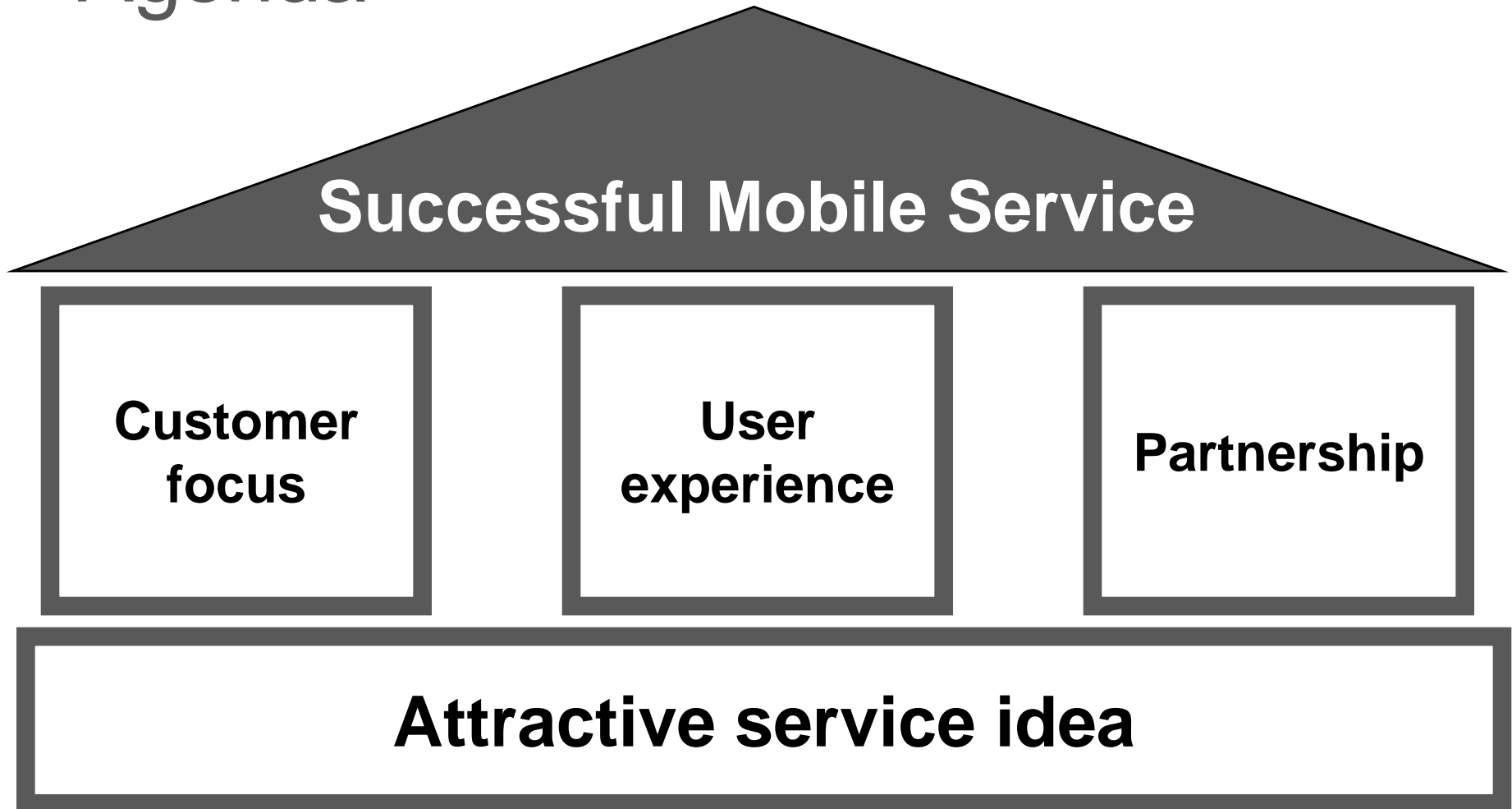
Don't make the customer think.\*\*

Engage in ecosystem.

### Attractive service idea



# Agenda



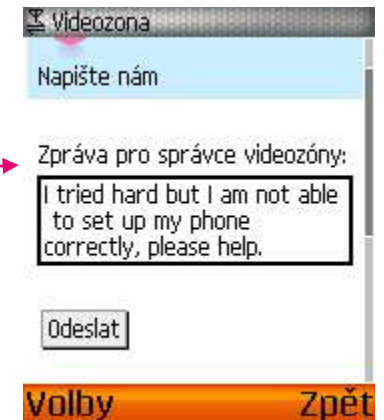
# Get the first visit right

- Future is mobile, but mobile internet is not a necessity, so far
  - Customer will either embrace your service value now
  - Or wait till the next generation service come
- Lack of feedback doesn't mean satisfaction
  - „*The mobile Internet is a new thing. Consumers will only use it if they find that a given service has value to them. If it doesn't, they will simply refrain from using it.*“\*
- Run pilots with friendly customers



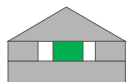
# Customer insight essential to value adding

- Detailed service usage statistics to comprehend trends
- Benchmark the stickiness of your service
  - How many times a month you expect to see one user?
  - „Unlike on their PCs, mobile Internet users are less interested in browsing and more focused on accomplishing a specific task.“\*
- Reliable services simple to navigate with relevant and fresh content gather repeated usage
  - Regular automatic page validation
  - Regular user experience checking
  - Ask for feedback within your service
  - Marketing research



# Usability is critical

- Don't fight the mobile internet
  - Do understand it
- Create service that looks simple
  - Prototype
  - Make a roadmap and introduce features step-by-step
  - Don't kill customer with plenty of features
- Fast loading pages are a **MUST**
  
- Guidelines – requirements for the portal partners



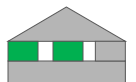
# Test services on the real devices

- Support full range of devices
- Test your services on the real handsets used by customers
  - No emulator
  - No other mobile network
- Outsource testing
  - Partner certifies quality
  - Constant quality assurance
  - More launched services
- Business owner should use service daily



# Relevancy driven by personalisation

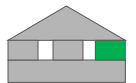
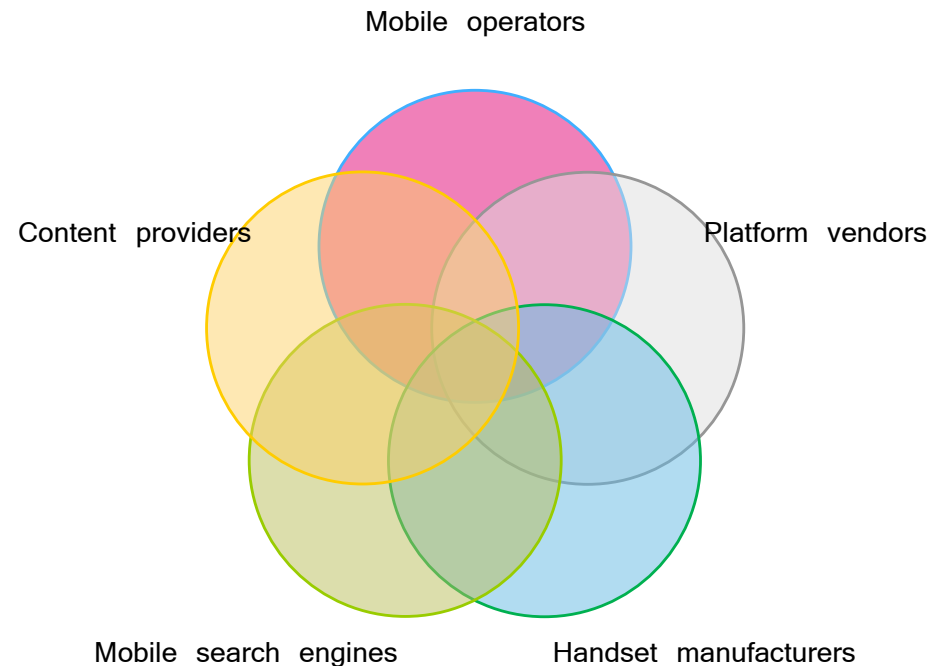
- Degrees of personalisation (by technological complexity)
  - 0° – One structure optimised to mass of customers
  - 1° – Customer made personalisation
    - E.g. preferences, bookmarks
  - 2° – Explicit business rules by service provider
    - E.g. Segment Young → Music has higher importance than News
  - 3° – Implicit behavioural personalisation
    - E.g. Google search – you even don't notice personalisation, and yet you expect getting exactly what you are looking for
- ∞° – Mind tuning
  - Handset offers you right what you want thanks to telepathy (sci-fi ☺)





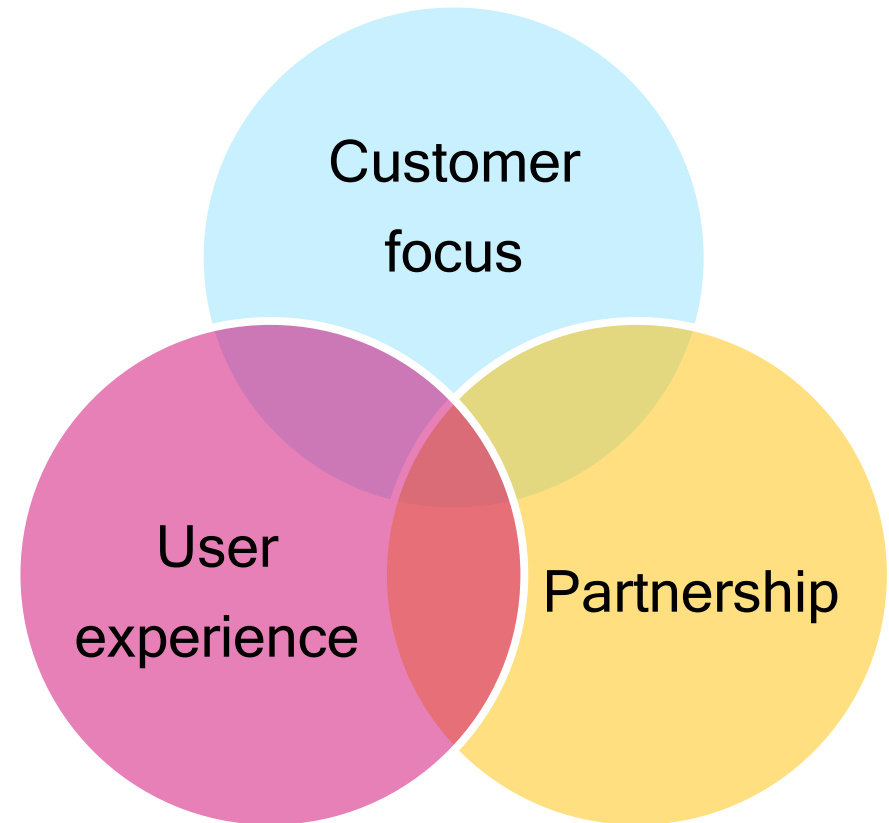
# Win-win scenario is crucial

- Engage in mobile ecosystem
- Find partner with know-how you need
- Understand his business model
- How to approach a mobile operator:
  - NO: „Don't charge for access as it cost you nothing – let access for free so that customers can pay to us.“
  - YES: „We'd like to use integrated pricing, what solution does your network support?“
  - NO: „We have a product for you that will raise the data traffic within your network.“
  - YES: „ We have a product for you that will raise customer loyalty.“



# Checklist

- Get the first visit right
- Ask for feedback
- Make usability testing
- Fast loading pages are a must
- Test services on real devices
- Enable personalisation
- Make yourself compatible with partner's business model
  
- Don't fight the mobile internet



# THANK YOU

---

rejthar@stanislavrejthar.com