

Co-creating with customers to create new tariffs for a leading telecoms brand



THE CLIENT

A leading UK-based mobile virtual network operator (MVNO) looking to simplify the buying process for post-pay (contract) mobile phones.

THE SITUATION

Driven by the need to differentiate in a highly commoditised market, the client had developed a set of tariff concepts intended to make picking the right deal easier for customers, and wanted to make sure ahead of launch that the proposition to customers was as appealing as it could be.

Working closely with the client to design the research approach, we developed a co-creation process to develop the concepts into market-ready propositions in a live environment with customers.

THE SOLUTION

Concerned that a traditional market research approach wouldn't deliver the deep insight needed, Edengene and the client team agreed a three-stage approach, in which we:

1. Observed customers' reactions when browsing the new concepts in a retail setting to build an optimal customer shopping experience

We worked closely with both the head-office client team, and local store teams in three retail outlets across the country to create a live retail environment, complete with POS materials, in which panel members could browse and be observed whilst having a minimal impact on store operations.

2. Held qualitative interviews with customers

We interviewed in-depth more than 50 consumers to understand motivations, needs and frustrations, and dig under the skin of their preferences.

3. Conducted live customer co-creation workshops

We identified and recruited a panel of 40 customers, designed the co-creation workshops and applied our innovation toolkit to generate a range of new ideas and turn the existing concepts into launchable market ready propositions.



THE RESULTS

Working closely with the client team and customers from around the country, we developed a breakthrough mobile concept that simplifies pricing, enabling customers to purchase the right option for them.

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