



UCMS Baseline testing

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Introduction

To increase ease of use and customer confidence in their ability to research, select, buy and manage their mobile plans and devices on Vodafone.com.au

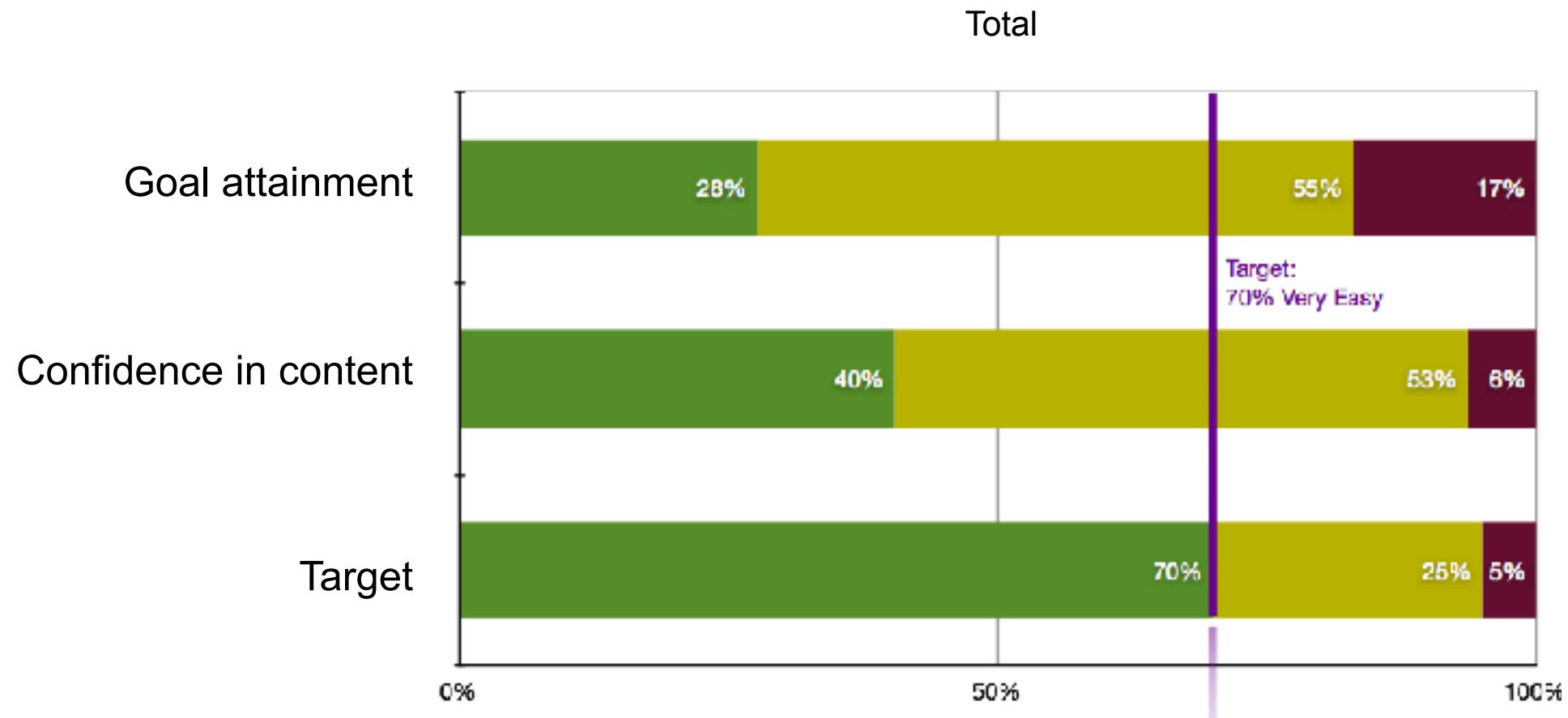
Who did we test?

86 participants, gathering 349 responses

What did we do?

- One on one testing with participants
- 7 Scenario-based tasks (see Appendix A)
 - 1. Postpaid
 - 2. Prepaid
 - 3. International roaming
 - 4. Unlock phones
 - 5. Changing voicemail password
 - 6. MBB
 - 7. Device

Overall results

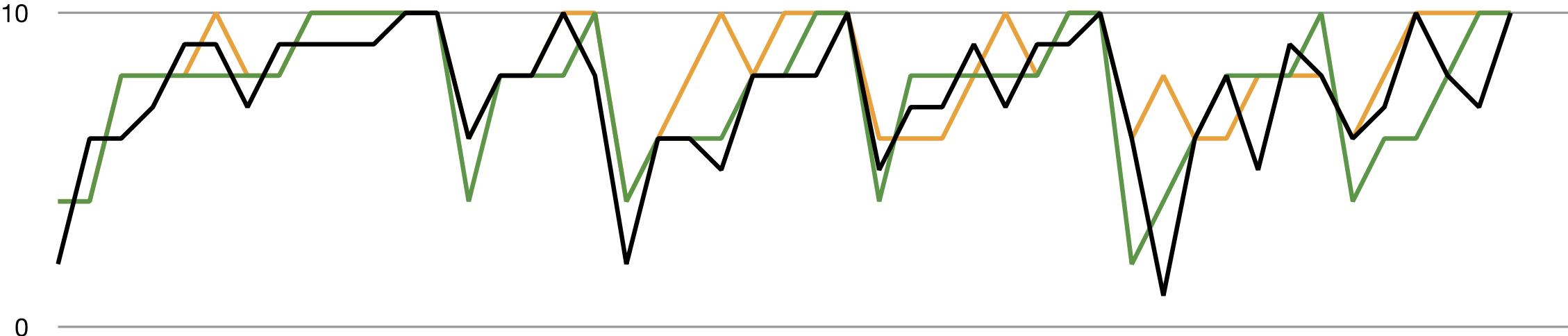


Goal attainment- Refers to the ease that participants found the information that they believe will help them to complete the task

Confidence in content- Refers to the participants' belief in the information presented in successfully completing the task.

Target- After the launch of the UCMS project, 70% of users should find the information very easily and completely trust the information presented, 25% of users should find the information somewhat easily and somewhat trust the information presented. However, 5% of users will be unable to find the information or trust the content.

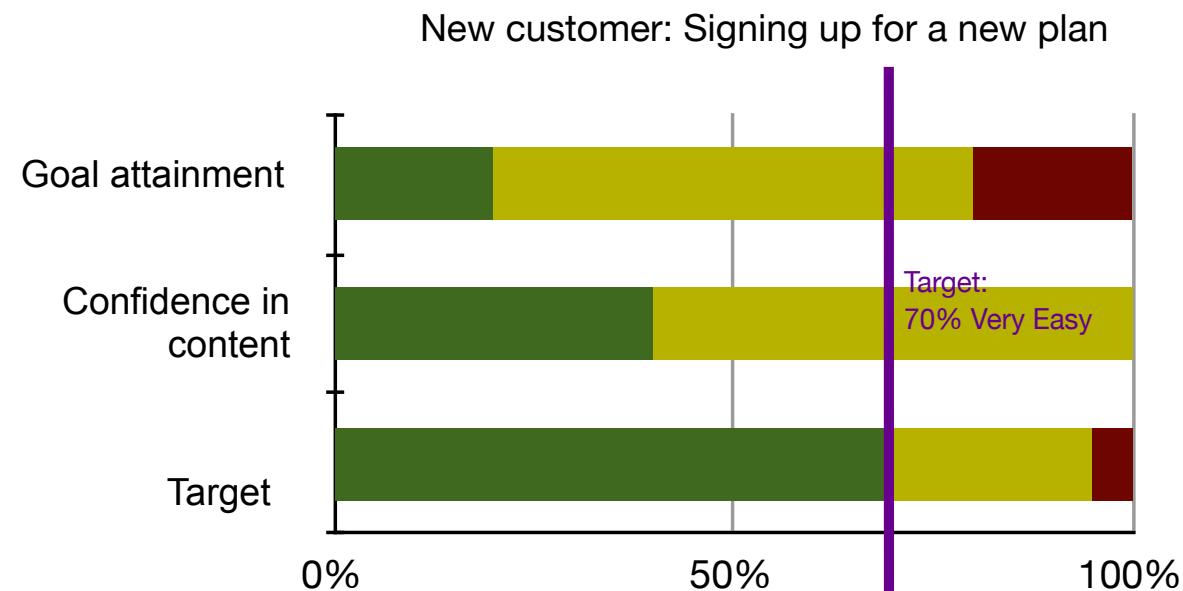
Correlation



Postpaid

Goal:

- Make it easier for customers to find, understand and buy the Vodafone postpaid plan that is right for them.
- Increase customer confidence in their ability to understand and select the right plan by using Vodafone.com.



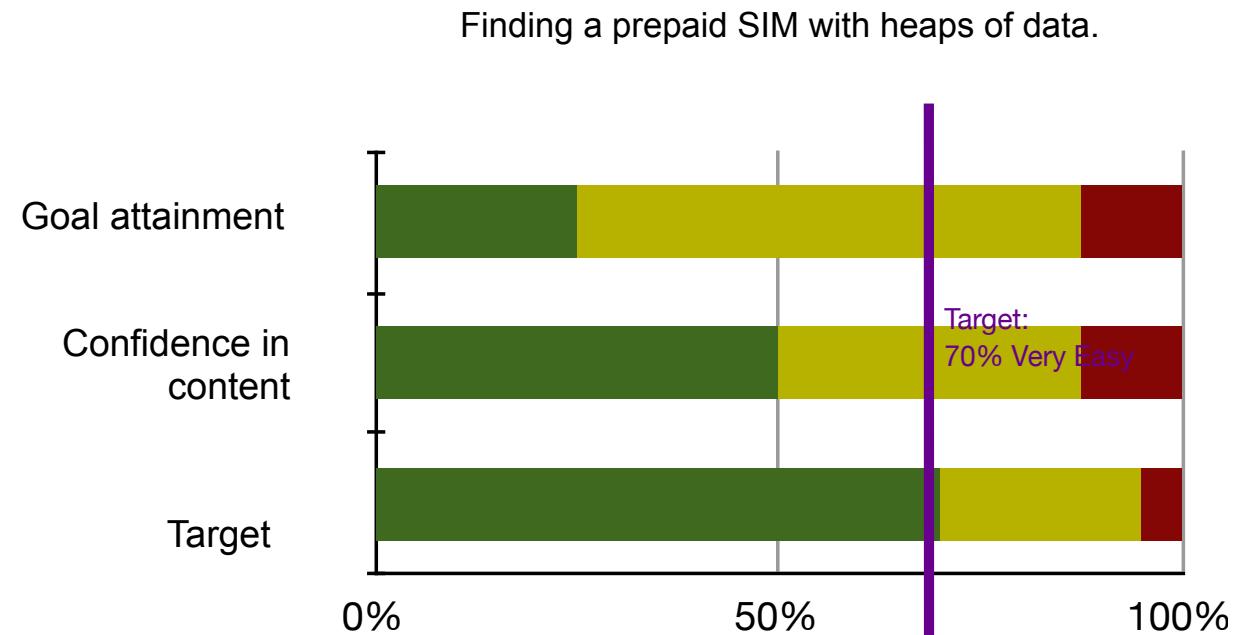
Insights:

- Overall, majority of the participants found the experience fine.
- Around 20% of participants found it easy to locate the phone/plan information and around 40% of participants completely trust the content presented to them.
- Participants tended to look for plans before phones, as they usually have an idea of a phone in mind.
- Participants are after the in-store experience- they want to touch and compare phones, trying them out before purchase.

Prepaid

Goals:

Make it easier and increase customer confidence in their ability to select the Vodafone prepaid sim that's right for them.



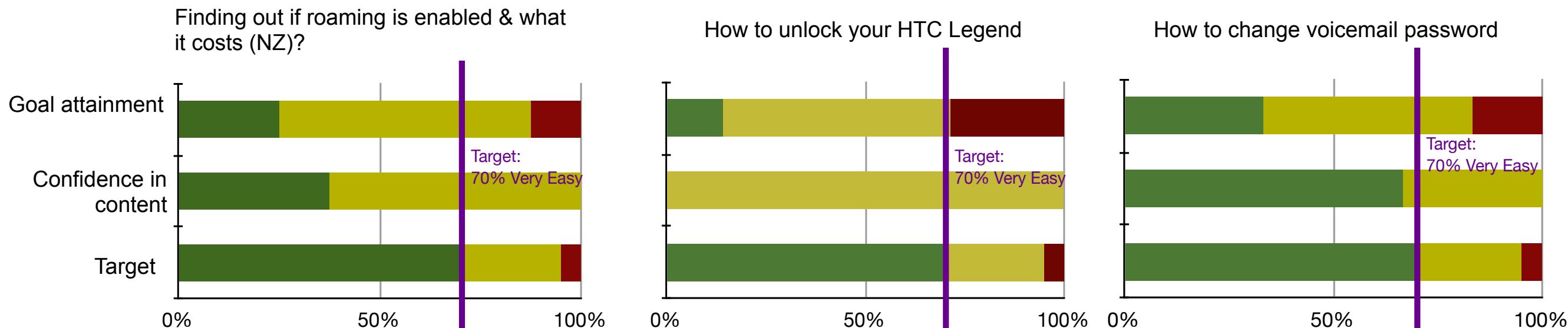
Insights:

- Overall, participants found it difficult to associate 'prepaid' with 'plans' as 'plans' imply contract/postpaid
- While the information on prepaid might be difficult to find, 50% of the participants trust and believe in the content presented.
- Participants found the prepaid product names unclear, they have no idea what they meant.

Support

Goal:

Increase customer confidence in their ability find support for basic tasks on Vodafone.com.au



Insights:

Roaming

- Overall, it was difficult for some participants to locate roaming information. Participants were accessing it via search box or the footer. Also, it was unclear to them about what they can do within the zones or what the differences are.
- Furthermore, participants were expecting to login to MyVodafone to see if roaming is on.

Unlock

- 0% of the participants completely trust the information presented on unlock phone- all participants thought the information presented was ok.
- The cost involved for unlocking was poorly communicated with varying fees.
- Some participants took the term “unlock” to mean unlock for international uses

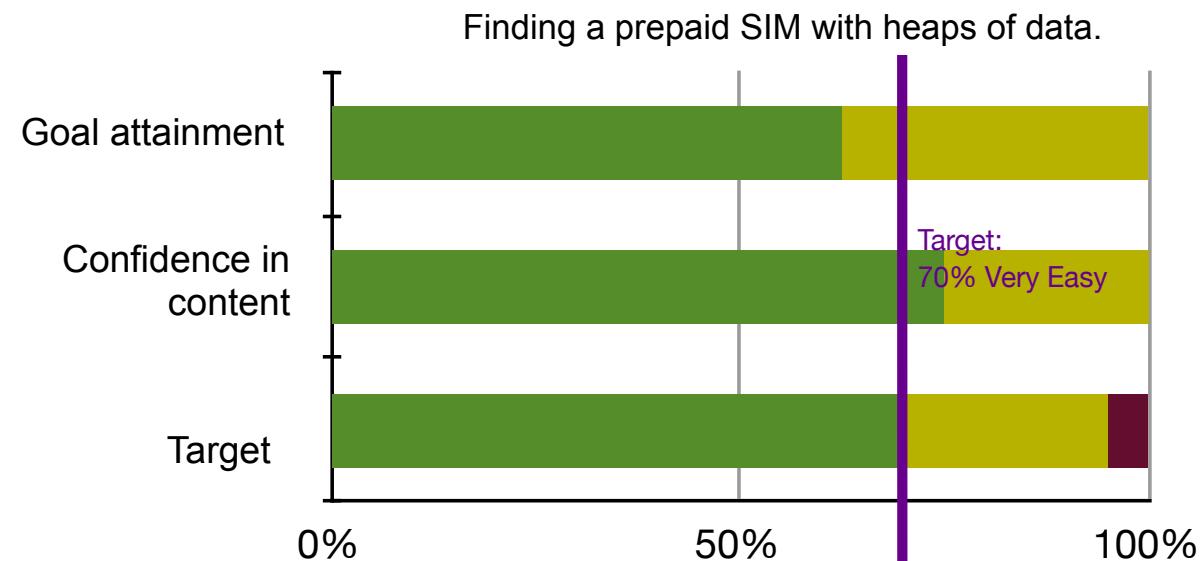
Voicemail:

- Close to 70% of the participants confidently completely trust the content available even though around 40% of the participants found the task easy.
- While 70% of the participants believed the information was trustworthy, they were expecting the ability to

MBB

Goal:

- Make it easier for customers to research and buy MBB online.
- Increase customer confidence in their ability to find the right MBB plan by using Vodafone.com



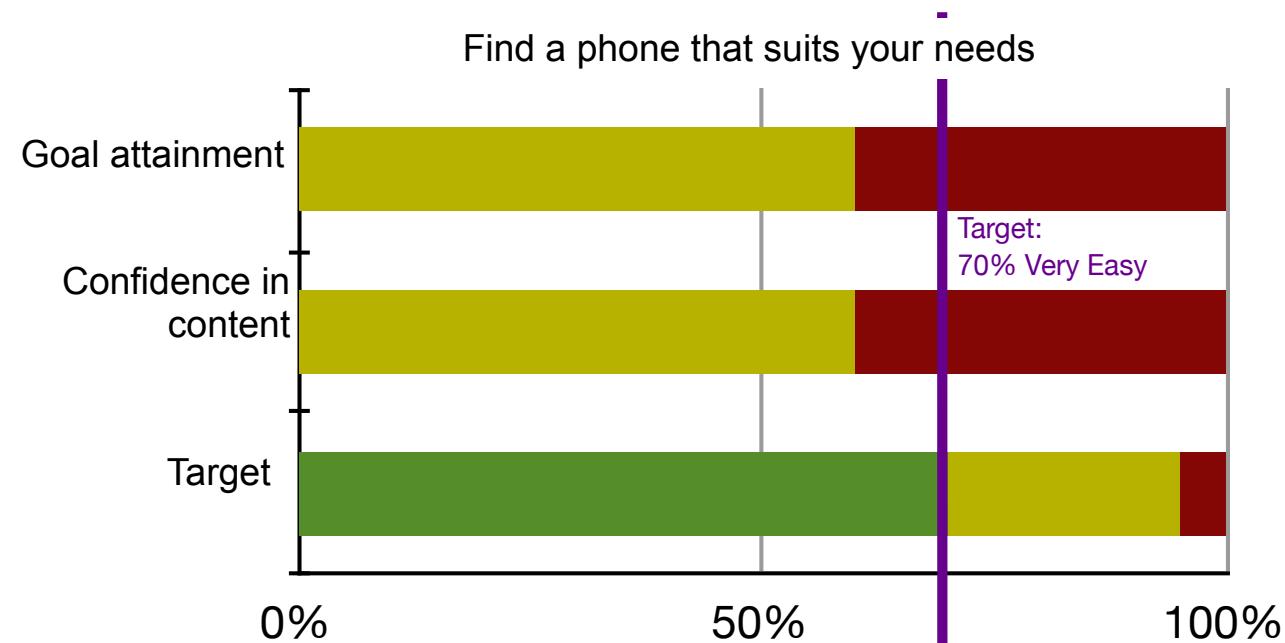
Insights:

- Of all the tasks presented, this one is on target in participants' goal attainment and confidence in content.
- Participants mentioned that sometimes they are reluctant to purchase as there are other ways of getting Internet (e.g., mobile phone, WiFi, hotel). Also, they would check if coverage is available first before deciding to purchase
- To maintain and improve on these scores, participants suggested the ability for them to find out how much data usage they need and better device explanations, e.g., they are familiar with the usb modem but not pocket wifi.

Choosing a device that's right for you

Customer Experience Goals:

- a. Make it easier and increase customer confidence in their ability to research and select the mobile or device



Insights:

- Close to 50% of the participants found this task very difficult and the content presented not trustworthy at all.
- Participants are after the ability to view basic phone features e.g., SMS and camera, over technology-driven phones e.g, iPhone and Android
- They are also price conscious rather than latest technology and friends have an influence over their purchasing decision.
- Similar to postpaid, participants are after the in-store experience when they can touch the phone before purchase.

Appendix A

Postpaid scenario:

You'd like to join Vodafone. You want to sign-up for a new phone and plan that suits your needs.

Finding	Recommendation	Priority
I already know what phone I wanted, so that's why I chose plan. It makes sense to go to the phone, cause it'd give me all the plans for that phone...	Customers who already have a phone (in mind) will want to search for the best value plan for their phone. Search for all plans under the desired phone- by price, by calls, inclusions	H
If I haven't used the phone before, I'd go to the store to ask questions and try it out	Integrate online and store. Integrate a person's browsing experience and history with the ability to send it to a store, book appointment or speak to a representative. Also, allows customer to see the nearest store.	H
Phone comparison tool broken- too slow, doesn't show the right selection. When there's no phones doesn't tell the participant. The tool limits to 4 phones comparison	Shop needs improvement: speed, limited phones can be added for comparison, but the customer doesn't know this.	H
participants believe that calling would provide a different offer than purchasing online-"I'd call to see if there are other offers or negotiate a deal, you can't do that on website."	Some customers still want to talk to a person as they believe they could possibly negotiate.	M
"If you had a web chat I might use it".	Web chat to answer customer's questions instantly, build relationship and organise a meet to try out phones	M
Infinite plans don't suit a participant who travels overseas constantly- need international calls and is not included.	International callers prefers cap plans over Infinite plans. there should be an upfront recommendations of caps for international.	M
Plan gives away "free skin" but not sure what it is and no explanation provided.	Explain the offer to customers	M
Don't want a 24 month contract- prefers 12 month- phones don't last that long	Provide customer with the flexibility to choose contract length (2x) virgin a re capitalising on this with their new "no contract" plans	M

Appendix A

Prepaid scenario:

You want to get a Vodafone prepaid SIM with heaps of data. Find the right prepaid pack for you.

Finding	Recommendation	Priority
Prepaid product names are unclear to participant. They had no idea what meant what.	Provide an easy to understand explanation to customer.	H
Participant found the prepaid product page (e.g. flexi cap) crowded with content, difficult to read, very confusing where to find information. too much clutter.	Provide a layout and content that is easy for customer to read and understand. Customers need to clearly see the benefits of using the product.	H
“Need to know if it’s easy to change between recharge types- I need the flexibility and option to change...”	Explain clearly to customers that they can change recharge options when they recharge.	H
Prepaid participants expect to see a label “Prepaid” in the mega menu- wouldn’t think “Plans” encompass both. Plans imply contract and commitment. Wanted to see a distinction between the two.	Clearer distinction between plans and prepaid e.g., a better navigation label- ‘Plans & Prepaid’	H
Lots of prepaid products- it’s good that they spell it out Flexi Cap, TXT & Talk, [in mega menu] but not sure what the differences are.	Product comparison/education on product differences and benefits. Need to use non-Vodafone speak to clarify what things are to customers.	H
Don’t understand how prepaid works.	Provide contract v prepaid info	H
Didn’t notice “Prepaid” was looking or “SIM” as the keyword.	The word ‘SIM’ is used by customers, but not available in the megamenu.	M

Appendix A

Support- Roaming scenario:

You need to make calls when on holiday in New Zealand. Find out if you have roaming enabled on your phone and how much international roaming will cost you.

Finding	Recommendation	Priority
Participant didn't understand the roaming zone map, thought it was for international coverage. The map also doesn't tell them what they can do within the zones or difference between zones.	Provide explanation of the zoning map, differences between zones and better explanation of costing.	H
Participant wants to know how much it costs for someone to call you when you're overseas- people often forget that incoming calls cost money for both parties.	Provide clearly roaming incoming call rates	H
Customer expected to be able to login to MyVodafone to see if roaming is on	When customers login to MyVodafone it should be obvious to them where to manage their roaming. The roaming link on the public website (VCA) should tell customers to login to MyVodafone and be linked directly to roaming once logged in.	H
Finding the rates was easy, not sure how to find out if roaming is enabled.... "Wouldn't want to set up for something I already have."	Suggest a FAQ link, "Do I have roaming?", to see if roaming is enabled	H
Customer would call the provider to see if roaming is activated- perceived as a task you do it once or when you need to.	Belief is that one needs to call in to check roaming - need to counter this with appropriate content/promotion.	M
Couldn't locate global information- found it via footer.	Make "global roaming" content easily accessible via megamenu	M

Appendix A

Support- Unlock phone scenario:

You want to know how to unlock your HTC Legend from the Vodafone network. Find out how to do this.

Finding	Recommendation	Priority
Customer was confused with unlocking phone for porting with unlocking phone for overseas use	Explain unlocking- to be used on other networks vs. unlocking for roaming: use difference terminology.	H
Slightly confused with the cost involved- what happens to Prepaid?	Unclear if unlock applies to prepaid base	H
Customer said that she would call to have it done or go to the store to get this done, as she did not believe the information would be available online. Generally, not trusting of what the internet says	Improved support to encourage customer to unlock their phones online by letting customers know that it is easy. They naturally assumed that it is difficult.	H
It was not very clear to customer where to go to get the information. Customer did not find the information and used search. Customer clicked on the results most relevant, again would call to ask anyway to ensure she got the correct information.	Information not prominent in the navigation- business decision to see if that's something to push forward to make it obvious for customers to locate	H
Didn't perceive 'unlocking phone' as an issue or problem- IA location dint make sense "I didn't think it'd be in 'Support'- I thought it'd be in 'Help' like how to recharge, how to pay bills...I wouldn't expect unlock to be an issue/ problem"	Review IA for unlock phone. Provide contextual link for customers 3	H
Customer believes that other providers would try to hide the fact that you can unlock your phone. this is good that the information is available.	Unlock information, once found, is easy to understand	M

Appendix A

Support-changing voicemail password scenario:

You need to change your voicemail password.

Finding	Recommendation	Priority
Customer was unclear on what to do with the instruction once found- "Do I just follow the prompts?"	Unclear instructions on how to change voicemail - customer wasn't clear as to whether this could be done online or not. Integrate self care and service.	H
"I can only set it up on mobile? Can't do it online...I'd like the option to do it online."	Provide customers the ability to change their voicemail password online (e.g., via MyVodafone), integrate self-care and service.	H
"I have an account already, why can't I do it there?"	Provide customers the ability to change their voicemail password online (e.g., via MyVodafone), integrate self-care and service.	H
Customers didn't understand the format of the FAQs - they expected to see something like "Did you want to...."	Changing to question format- e.g., are you looking to change your voicemail password?	H
No breadcrumb provided, I can't see where I am. If there's path it would help me where I am. I need to do use 'back' to go back.	Provide breadcrumbs.	L

Appendix A

Mobile broadband scenario:

You need to stay online while travelling to clients. Purchase a suitable mobile broadband for your needs.

Finding	Recommendation	Priority
“I like the option to see both Wi-Fi and stick together. Because I can see them together I know what to choose...but may be others wouldn't know. I am in the industry.”	Positive- but needs explanation between MBB USB and Pocket Wi-Fi.	H
Didn't know what MBB meant, asked if it was referring to an external device.	Explain what MBB is: again this customer did not understand what MBB was	H
Recognises USB stick modem but not as familiar with pocket Wi-Fi- I see that as Bluetooth.	Don't assume that customers know what pocket Wi-Fi is: still need to sell this. A customer thought this was Bluetooth at the device level.	H
Customer would check whether there is coverage first before deciding to use it- otherwise defects the purpose of buying one. Would go to coverage checker.	Provide link on MBB pages to coverage checker and ensure that MBB coverage is the default	H
Customer wouldn't consider buying one, when travelling there should be other way of getting internet access- mobile, Wi-Fi, hotel. If she has to buy one then she'd go with Prepaid as it gives her most flexibility.	Need to better promote the benefits of MBB- how its different to using mobile/Wi-Fi for internet access.	H
Prefers prepaid for MBB- keep track of what I'm paying for and I can add money when I need to. I might not have the ability to pay it off each month if I was on a contract.	When it comes to MBB, customers like to choose the prepaid option as they won't be requiring data consistently for each month- ability to be flexible and add money when need to.	H
Offers that have ended are still on the website- why is it there? It's 2 weeks old	Ensure expired offers are removed on the website	H
I'd pick one not so expensive but need few GB- don't currently know how much data I need.	Provide customers the ability to find out how much data they need- e.g, how many emails, downloads, internet browsing	M

Appendix A

Device scenario:

You're looking for a new device. Find a phone that suits your needs.

Finding	Recommendation	Priority
"I'm mainly after reception so it doesn't get dropped out so much."	For many customers, Network/reception is more important than what the phone/device or plan offers. Customer is after reliable network. Network is primary.	H
"I'm after what the provider offers- e.g., SMS, Internet, good reception"	Basic customers (customers who are not tech savvy) will want to choose "what they can get within their price range" . they will compare the number of SMS, internet access and network availability against what other providers can offer.	H
Customer wasn't sure how to look for the offers or phone features, but is sure that they want price/period of time- Price conscious rather than latest technology	Customers need a way to search for a phone/plan by the things that they regard as important, for this customer: price and inclusions in plain English.	H
Play with products at the stores.	Want to ability to "touch" the phones in stores: system should integrate with retail shop finder, enable customers to send their selections to a shop or scheduled an appointment.	H
Will be looking at plans in details to see what's best.	Plan comparison tools displaying easy to read results (e.g., comparison table with ticks and crosses)	H
Friends have influence over what I buy.	Customers rely on word of mouth.	H
I'd look for what processors and software they have. I'd pick Android over iPhone	Provide tech spec for comparison - perhaps a "tech savvy personas guide to Vodafone's products and service".	M
Customer had to open multiple browsers to compare- VCA comparison tool does not provide the tech spec needed, went to visit manufactures' websites.	Provide tech spec for comparison- tailored to your needs- options for what you're looking for.	M
Didn't trust 'best sellers- customer saw it as a marketing ploy to push sales for certain phones.	Qualify how best sellers were sourced and determined - or don't use this term.	M
12 month contract is the preferred length but too pricey for phones, 24 month is too long to be committed to. 18 months would be ideal.	Provide customer with the flexibility to choose contract length	L

Appendix B

		How may votes per score?												
Scale:		Very difficult- difficult/ No confidence- unconfident	Somewhat easy/ Somewhat confident	Very Easy/ Very Confident	1	2	3	4	5	6	7	8	9	10
Device	Task:													
p=5	Goal attainment	40%	60%	0%	0	2	0	3	0					
	Confidence in content	40%	60%	0%	0	2	0	3	0					
	Target	5%	25%	70%	0	1	0	0	0	2	1	0	1	0
MBB														
	Goal attainment	0%	38%	63%	0	0	0	3	5					
p=8	Confidence in content	0%	25%	75%	0	0	0	2	6					
	Target	5%	25%	70%	0	0	0	0	0	0	1	0	5	2
Postpaid														
	Goal attainment	20%	60%	20%	0	1	0	3	1					
p=5	Confidence in content	0%	60%	40%	0	0	1	2	2					
	Target	5%	25%	70%	0	0	0	0	0	1	0	3	0	1
	Prepaid													
	Goal attainment	13%	63%	25%	0	1	3	2	2					
p=8	Confidence in content	13%	38%	50%	0	1	1	2	4					
	Target	5%	25%	70%	0	1	0	0	1	2	0	3	0	1
Roaming														
	Goal attainment	13%	63%	25%	0	1	0	5	2					
p=8	Confidence in content	0%	63%	38%	0	0	3	2	3					
	Target	5%	25%	70%	0	0	0	0	1	0	3	0	3	1
Unlock														
	Goal attainment	29%	57%	14%	1	1	1	3	1					
p=7	Confidence in content	0%	100%	0%	0	0	3	4	0					
	Target	5%	25%	70%	1	0	0	0	1	2	0	2	1	1
Voicemail														
	Goal attainment	17%	50%	33%	0	1	2	1	2					
p=6	Confidence in content	0%	33%	67%	0	0	1	1	4					
	Target	5%	25%	70%	0	0	0	0	0	1	2	1	0	2
Total														
	Goal attainment	17%	55%	28%	1	7	6	20	13	0	0	0	0	0
	Confidence in content	6%	53%	40%	0	3	9	16	19	0	0	0	0	0
	Target	5%	25%	70%	1	2	0	0	3	8	7	9	10	8