

MUSIC APP ENHANCEMENT

The sound of Excellence

clar^{iter}



WHAT'S THE SOUND OF EXCELLENCE?

When you're listening to one of your favourite songs, you definitely don't want to be interrupted.

When you're looking for the soundtrack to your next house-warming party or just want to enjoy the latest hit from your favourite artist, experiencing problems with your streaming service is simply not an option.

TIMMusic is the core audio streaming service from TIM, available everywhere in Italy on every network condition.



THE CHALLENGE

"TIM music" is definitely strategic for TIM media entertainment services.

The TIM Music app offers new music releases, previews, playlists and extras such as interviews and access to branded events.

However, in the early stages, TIM Music wasn't overly successful compared to its competitors.

- **Technical Quality was improvable**
- **There were fewer subscribers than expected**
- **The overall user experience of the product was criticised compared to its competitors**

THE CLARITER APPROACH

Over the course of the last 4 years, Clariter has been continuously working together with TIM to help understand their different problems and to create a plan of resolution.

Solving issues related to TIMMusic's technical quality and customer experience was a priority to help reach the goal of attracting new subscribers and boosting listening time.

Areas of improvements were identified in: registration, login, general usability and the catalogue.

THE THREE STEPS TO EXCELLENCE



Professional IT and CX experts at Clariter listened to the various problems and pieces of feedback, analysed the app from a technical standpoint, and implemented a resolution plan.

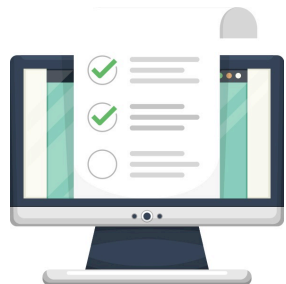


Clariter's crowdsourcing community were involved in different technical quality improvements continuously. Feedback was then retrieved and successively implemented on the TIMMusic service.



Staying in constant communication, Clariter helped TIMMusic increase their number of subscribers during live music events by carrying out digital marketing activities such as at the most iconic of Italian music festivals, Sanremo.

MAIN RESULTS



100+ missions completed, improving technical quality (Qalya Sphere), customer experience (Qalya Sense), visibility & reputation (Qalya Stage). Accounting to 30 per year, an average of 2.5 each month.



10,000+ total participants in the missions: real users with different skills and attitudes, spread out over the entire National territory.



Over 8,000 ideas submitted to improve the service.

BENEFIT for the CLIENT

TIM music radically changed its offering since the launch of the first version of the app, extending the list of subscribers to everyone in Italy, not just TIM users.

- Feedback from real users convinced TIM to improve new original content, interviews, live streaming of shows and events!
- TIM music partnered with some tv shows, such as “Amici”, very famous in Italy.

- TIMMusic was the exclusive partner of San Remo, the largest music festival in Italy.





AND NOW, WHERE'S NEXT?

LONDON
ROME
LISBON

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