

HOME NETWORK WI-FI EXPERIENCE

Customer Journey Evolution

clar^{iter}

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TIM – AN INNOVATIVE APPROACH TO WI-FI AT HOME

Telecom Italia (TIM), the leading landline Operator in Italy, decided to commission a study aiming to provide insightful elements for the Design of an Excellent Customer Experience within the Customer Journey Design Evolution project.



THE CHALLENGE

Gathering such sensitive data was tricky, as we needed to ask questions on the internet habits of our crowders.

With the help of our crowders, our goal was to Co-design the best possible experience of Internet use, based on the following aspects:

- Perceived quality of the connection;
- Modem and Wi-Fi signal strength;
- Connected devices:
- Environment of use

THE CLARITER APPROACH

We decided to implement a layered approach based on several phases.

Not only did we gather subjective feedback from our crowders, we also measured objective data through our app.

We also carried out A/B testing looking into the perception of the deals TIM were offering their customers. This allowed us to guarantee an additional effective measurement of customer satisfaction.

To make the study even more complete, we conducted the same study on our international community of crowders coming from several different countries.

phase

1

Recruiting hundreds of users from Italy, Europe, and the Rest of the World.

phase

2

- A general evaluation of TIM's service and a comparison with their competitors. More specifically:
- Comparison of speed and stability
- Comparison of offers
- Comparison of customer support

phase

3

A / B test on customer satisfaction.

RESULTS – SOME STATS



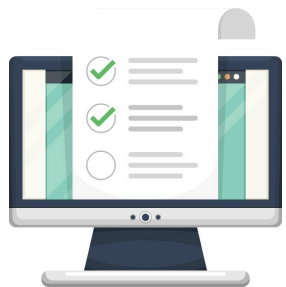
Users involved

500 real customers



Feedback analysis – A global outlook

- 80 users in the UK
- 80 users in Portugal
- 60 users in the Rest of the World



Validation of the solutions

Validation was possible thanks to A/B Testing and Focus Groups carried out after the initial online study

RESULTS – MORE SECURITY PRE-LAUNCH

The study that Clariter has carried out helped improve the broadband quality and services offered to TIM customers.

Counting on the results of this study was crucial to redesigning TIM's new broadband offers.

As a result, TIM has introduced a new fixed Fiber-Optic deal, also thanks to the study that Clariter undertook.

AND NOW, WHERE'S NEXT?

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ROME
LISBON

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