TELUS CUSTOMERS TAKE CONTROL OF THEIR HOME WI-FI EXPERIENCE

Helping customers self-serve and personalize their in-home connectivity has given TELUS a new path to growth for future services to improve lives and communities across Canada.
TELUS is a national Canadian Communications Service Provider (CSP), delivering connected services and solutions to Canadians at home, in the workplace and on the move. Their ambition is to deliver a first-rate customer experience, backed up with world-class networks and cutting-edge technology.

This approach was the key driver for working with Accenture to take pro-active action on their consumer Wi-Fi services, where research and experience showed that TELUS customers weren’t taking full advantage of the services they had purchased.
The Challenge:

Analysis of the 250,000 calls received per year about Wi-Fi issues showed that the challenge was often faulty set-ups and lack of understanding of configuration possibilities, which meant that the customers wrongly believed that the connectivity was poor and were tempted to leave for another provider. Of the total calls received, less than 20 percent ultimately required a technician or support function for repairs. And only 30 percent of customers were calling, leaving a troubling suspicion that many more might be suffering in silence.

Delivering disruptive customer experiences that are engaging and intuitive is fundamental for CSPs. For TELUS, enabling their customers with more information and allowing them to simply take control of their home Wi-Fi to configure, manage and solve problems with their service, had a dual purpose. Not only would this help ensure customer satisfaction but also remove some of the call response requirements on the TELUS customer support teams, who would then be able to address other needs.
THE SMART HOME SOLUTION

TELUS and Accenture worked together to design, build and deliver an end-to-end experience that let users self-install, self-serve, trouble-shoot and explore TELUS Wi-Fi’s more sophisticated features in an easy-to-use mobile app.

Speed was critical for TELUS to get the app to market before its competitors. Accenture martialed its full range of capabilities for TELUS, starting with an agile innovation approach on the service design from Accenture’s Fjord team of UX design specialists. Additional team members from Accenture Strategy, Accenture Consulting and Accenture Digital were recruited into the team, as well as from subsidiary Avanade, specialists in Microsoft integration, to support the back-end infrastructure.

This team drove development, creative and program management, working with TELUS as an agile team that prioritized work according to its potential to deliver incremental value. From the start, the team focused on putting the right developmental back end in place - critical not just for this project, but for scaling any Smart Home innovations to come.

Work started with initial visioning, then moved to prototyping through multiple iterations until a minimum viable product (MVP) emerged and a quick release followed.

Accenture helped TELUS to bring multiple internal teams together as one and to cross-pollinate workloads, introducing new ways of working with agile principles. The team rated and prioritized the scope of work according to the business case, triaging activities to keep the development pace brisk. Android and iOS teams worked side-by-side. Opex savings, reduced incoming call numbers, enhanced customer value and satisfaction drove the work. Competitive analysis and user testing featured in every step.

TELUS was already in discussion with Accenture about the potential of the Smart Home for their customers and it became apparent that solving the Wi-Fi management challenge was part of a journey which would allow more sophisticated services to be offered in the future.
DELIVERY

Available for free to more than 1.3M customers on both Android and iOS, the TELUS “My Wi-Fi” app not only takes customers through an easy guided set up but helps them personalize and control their experience. It offers tips to get the best Wi-Fi connection, a quick view of everything connected to the customer’s internet, diagnostics on speed and signal strength and instructions for maximizing coverage. With no knowledge of network management, customers can now enable or disable Wi-Fi access of family members’ profiles or individual devices and set up parental controls.

TELUS deployed the gold standard across the industry for device management. Accenture supported the interface and pulled all the data into the application.
The app launched in August 2018, less than eight months after development began. It is the fastest customer-facing app TELUS has ever launched and beat its nearest competitor to market by nine months. Results were obvious after the first six months.

The churn rate of the My Wi-Fi app’s active users significantly reduced compared to the regular customer base and their call volumes are lower by 39 percent.

But the advantages of the project go well beyond accomplishing its original objectives. While the customer saw helpful simplicity, TELUS was also able to start looking pro-actively at device analytics for real time views of performance and usage statistics, such as when and how often devices are in poor coverage areas. TELUS could then act and eliminate even more service calls.
FIT FOR THE FUTURE HOME

Overall, the TELUS team acknowledged the benefits of this new and agile way of working: acceleration of results for them and their customers. Accenture helped get the process transformation rolling, then at the project’s end returned ongoing app management to TELUS’s in-house team … now armed with enhanced skills and new, agile ways of working.

While their customers benefit from the functionality of the app, TELUS will reap the benefits of the data it generates. An important part of Accenture’s work was defining what should be tracked, embedding analytics capabilities and helping the TELUS team understand how to best use the information generated, from spotting potential problems that can be pre-empted, offer upselling opportunities, or using data to support new projects and their business cases.

The broader results of the transformation have prepared TELUS for the future, with horizons way beyond Wi-Fi. They now have the customer satisfaction, process efficiency and data insight to build other lines of business and expand to whole home solutions – supporting their customers and building new growth opportunities for the company.
About Accenture

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