



The visual details of this project are confidential under NDA.

Elevating Reliable Connectivity

Enhancing a telecommunications e-commerce user experience to elevate digital presence

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Elevating Reliable Connectivity

Project Overview

A regionally emerging telecommunications provider aimed to broaden its brand awareness and boost its e-commerce conversion by creating a more customer-centric website experience. The objective was to leverage deep customer insights to redefine the brand's value propositions, capture target customer personas, and refine brand positioning for stronger alignment with customer needs for phone, cable, and fiber internet services.

Methodology

Mixed methods research to capture comprehensive customer sentiments and validate core service value propositions.

- **Qual In-Depth-Interviews:** Conducted detailed interviews with 10 active customers to closely capture their experiences, preferences, and challenges with both current and former telecoms providers.
- **Quant CSAT Surveys:** Digitally surveyed 3000+ customers using Qualtrics, collecting data on service expectations and experience.
- **Benchmark Analysis:** Audited e-commerce funnels from leading telecommunications providers to identify competitive advantages, friction points, and best practices from the industry.
- **Persona Creation:** Crafted distinct customer personas to reflect perceived value drivers, needs, and priorities from telecoms services.

My Role

I oversaw the research and strategy efforts to realign the brand's digital experience with customer expectations of telecommunications.

- Designed and executed the research plan, including interview guides, survey logistics, and participant recruitment.
- Moderated in-depth interviews and monitored survey responses to methodically collect user data.
- Analyzed quantitative and qualitative data to uncover key insights, defining core purchase drivers, developing customer personas, and crafting ideal e-commerce user journeys.
- Translated research findings into actionable frameworks for website redesign and brand positioning, crafting compelling narratives to effectively communicate recommendations.

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Key Findings and Insights

Our research revealed a stronger consumer emphasis on reliability, value, and personable service from a telecommunications provider they trust and will even recommend to others.

- **Lack of Regional Awareness:** Customers were not aware that this provider's services were available in their local area.
- **Emotional Connection Beyond Features:** Customers valued the provider not just for "fast internet" but also for enabling meaningful connections with family, work, and their community.
- **Complex Purchasing Journey:** Customers faced significant challenges navigating the current website, with confusing layouts, hidden fees, and lack of clear guidance, resulting in frustration and decision fatigue.
- **Trust and Transparency as Differentiators:** Building and maintaining trust through transparency about pricing, service reliability, downtime notices, and personalized support is crucial for customer retention and loyalty.

Recommended Solutions

Strengthening the digital presence by creating a more personalized and intuitive online experience would foster emotional connections, delivers clear communication, and simplifies the purchase journey.

- **Targeted Content Strategy:** Develop segmented content on the website to address the specific needs of different customer personas.
- **Simplified User Experience:** Simplify the online purchase process with clearer navigation, reduced friction points, and an easy-to-understand layout.
- **Emotive Brand Messaging:** Emphasize emotional benefits and lifestyle value rather than just product features, aligning with the "joy of use" concept.
- **Improved Transparency:** Provide clearer information about costs, service details, and installation processes to build trust and reduce customer anxiety.

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Impact

- Our research insights informed the website redesign and guided the UX strategy, focusing on a more intuitive, user-friendly online experience that addresses customer pain points and enhances the purchase journey.
- By refining brand messaging based on customer personas and emotional drivers, we ensured stronger alignment with customer expectations strengthening the brand's market position.
- We aligned strategic focus by providing a clear roadmap for content strategy and user experience improvements, allowing the team to prioritize key initiatives that drive engagement and loyalty.
- The scale of quantitative research enabled the client to make data-driven decisions that resonate with target customers, fostering deeper connections and trust.

Reflection

Challenges: Managing data synthesis across large-scale survey required meticulous coordination in cleaning and organizing the extensive survey data to ensure accuracy and reliability. Leveraging Qualtrics analytics was crucial in efficiently processing and refining this data, but it required meticulous attention to detail and iterative data validation to draw meaningful insights.

Outcome: The comprehensive research and strategic recommendations provided a solid foundation for the client to align their digital experience and brand positioning with customer expectations, ultimately setting the stage for a more engaging and customer-centric approach.