



TURKCELL

**TURKCELL
MOBILE CONNECT JOURNEY**

BURAK AKINCI
Digital Communication & Big Data Services
Director



Mobile Connect in Turkcell



Mobile Connect - Launched in December '15

33 Million

Enabled Users

2 Applications

Self-care mobile and web application

1,75 Million

Registered & Active Users (T&C accepted)

BEFORE MOBILE CONNECT

- Subscribers need to remember their passwords
- If forgotten, they can reset it via SMS
- Mobile signature is the other option: hard to obtain, represents less than 0.1% of log-ins

AFTER MOBILE CONNECT

- Subscribers' mobile number becomes the username
- Subscriber receives Mobile Connect request on mobile then clicks "OK"
- No passwords needed





Mobile Connect Usage

Giriş Yap

TÜRKCELL ŞİFRE

MOBİL İMZA

MOBILE CONNECT

GSM NUMARANIZ

5322103580

NUMARAMI HATIRLA

Giriş Yap



At launch, with this design &
icon position:

conversion rate

was

5%



Survey Results



The screenshot shows the Mobile Connect login interface. At the top, there is a dark blue header with a yellow logo icon on the left, a hamburger menu icon, and a user profile icon on the right. Below the header is a light gray bar with the text "Giriş Yap". Underneath, there are three buttons: "TÜRKCELL ŞİFRE" (Turkcell Password), "MOBİL İMZA" (Mobile Signature), and "MOBILE CONNECT" (highlighted in blue). Below these buttons is a text input field labeled "GSM NUMARANIZ" (Your GSM Number) containing the number "5322103580". There is a checked checkbox labeled "NUMARAMI HATIRLA" (Remember my number). At the bottom, there is a large yellow button labeled "Giriş Yap".

97%

of Mobile Connect users
said that it **worked well**
& they would **use it again**

4.6/5

Mobile Connect **scored**
on average 4.6/5 on
ease of use



Action 1: Repositioning

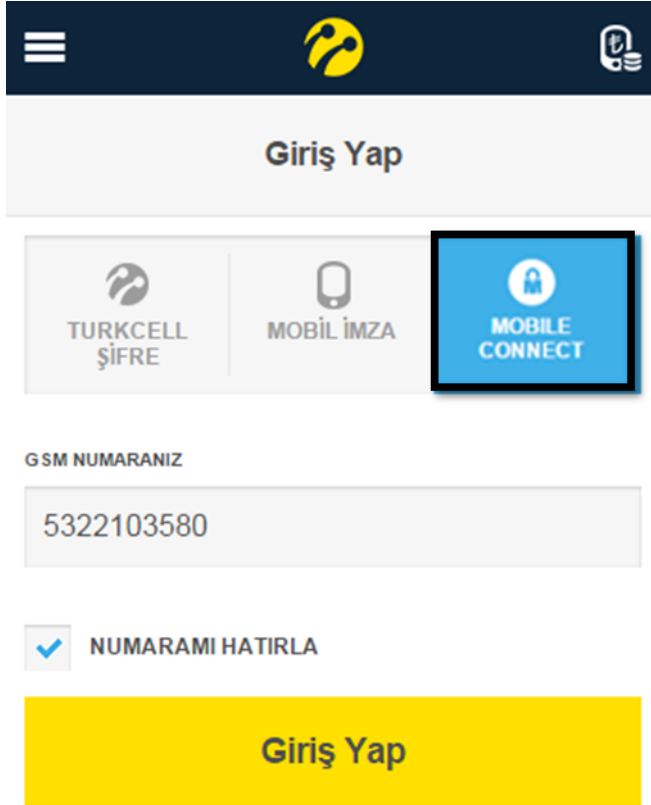


Figure 1: Login options before repositioning

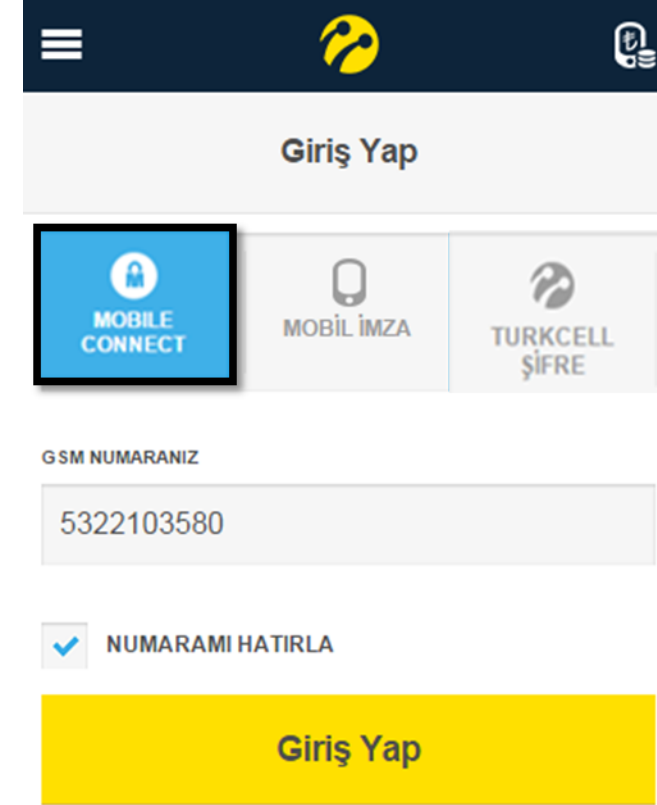


Figure 2: Login options after repositioning

Result : **10 times increase** in registrations and transactions



Action 2: Redesigning




- Re-branding from “Mobile Connect” to Turkcell “**Fast Login**”
- “**Powered by Mobile Connect**” logo at the bottom of the page


The screenshot shows a login interface with three options: 'HIZLI GİRİŞ' (Fast Login), 'TURKCELL ŞİFRE' (Turkcell Password), and 'MOBİL İMZA' (Mobile Signature). The 'HIZLI GİRİŞ' option is circled in purple. Below these options is a text input field for 'GSM Numaranız' (Your GSM Number) and a checkbox for 'NUMARAMI HATIRLA' (Remember my number). A yellow button labeled 'GİRİŞ YAP' (Login) is positioned below the input field. At the bottom, there is a link for 'KURUMSAL YETKİLİ GİRİŞİ İÇİN TIKLAYINIZ' (Click here for corporate authorized login). A purple-bordered box at the bottom contains the text 'HIZLI GİRİŞ NEDİR' (What is Fast Login) and a 'POWERED BY mobile connect' logo.


%80 increase in registrations and transactions



Mobile Connect usage after Redesign & Repositioning


**HIZLI GİRİŞ**


TÜRKCELL ŞİFRE

MOBİL İMZA

NUMARAMI HATIRLA

GİRİŞ YAP

 [KURUMSAL YETKİLİ GİRİŞİ İÇİN TIKLAYINIZ](#)

HIZLI GİRİŞ NEDİR 

Cep telefonu numarası aracılığıyla sağlanan müşteri kimlik doğrulama servisedir. Telefonunuza gelen doğrulama koduna onay vererek Türkcell uygulamalarına hızlı giriş yapabilirsiniz. Dünya Operatörler Birliği (GSMA) tarafından Mobile Connect adı ile desteklenmektedir.



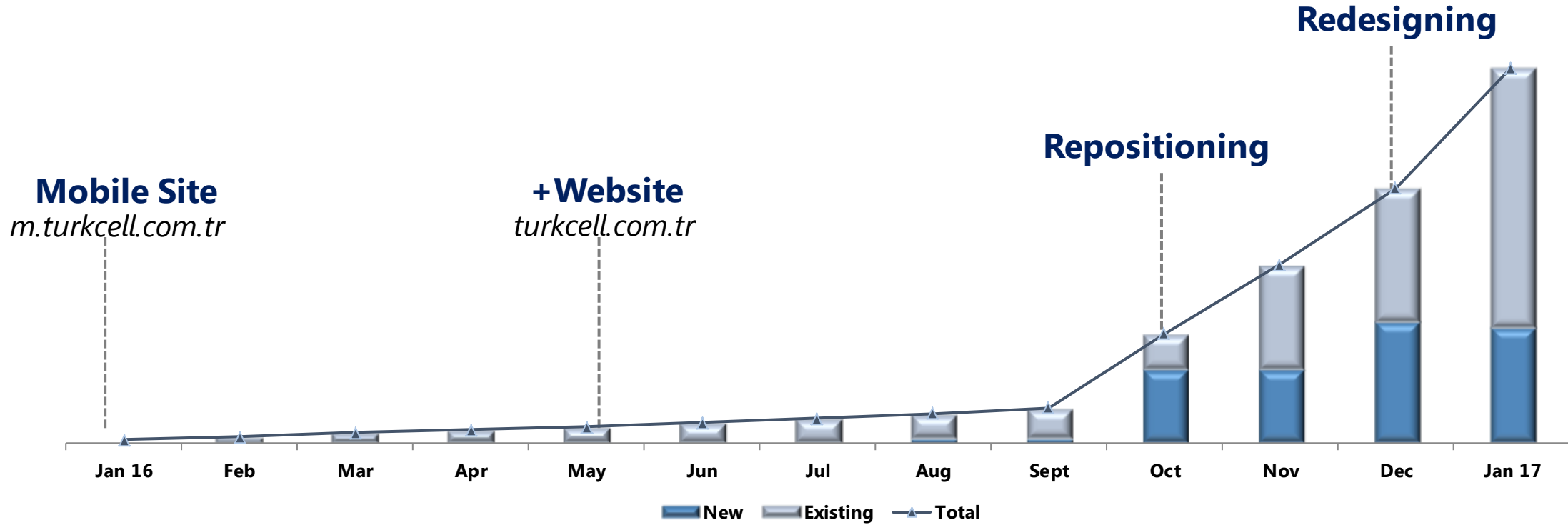
With the new design & icon position:

conversion rate

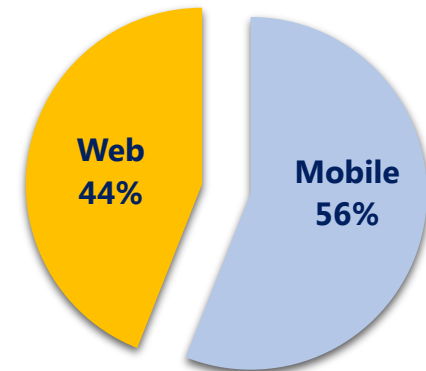
30% 



Mobile Connect Metrics



2,06 logins / user
650 K transactions / month





TURKCELL

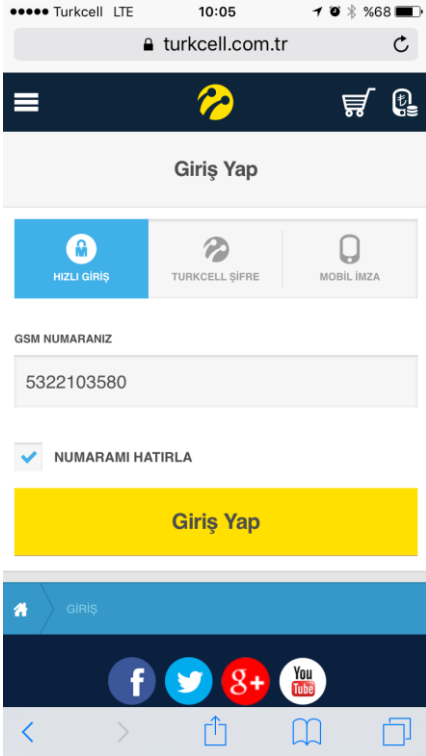
THANK YOU

BURAK AKINCI

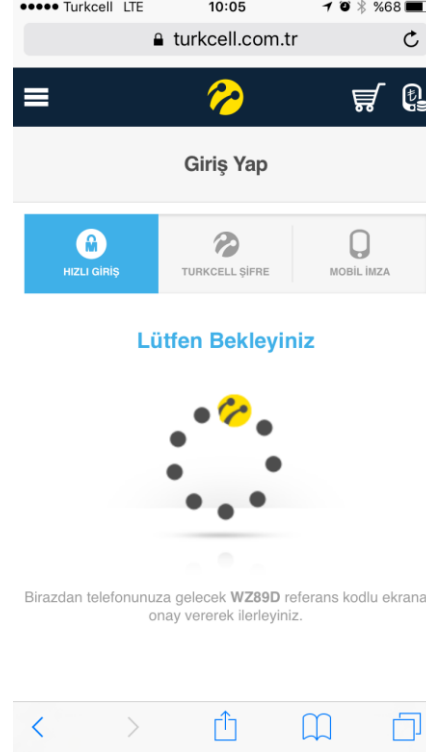
**Digital Communication & Big Data Services
Director**



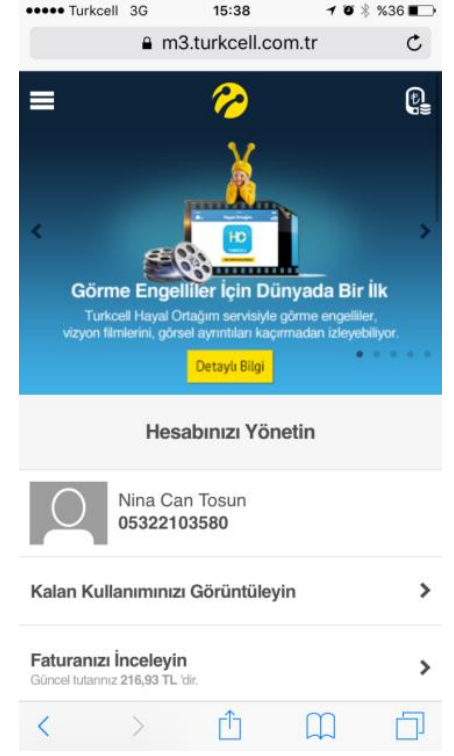
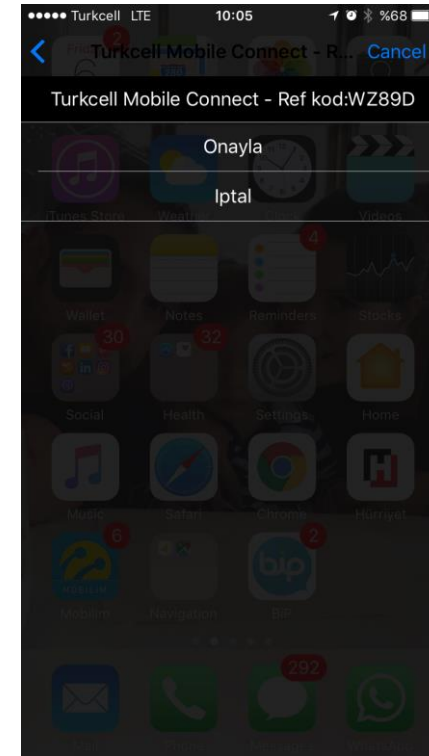
Mobile Connect User Flow



New users accept Terms and Conditions

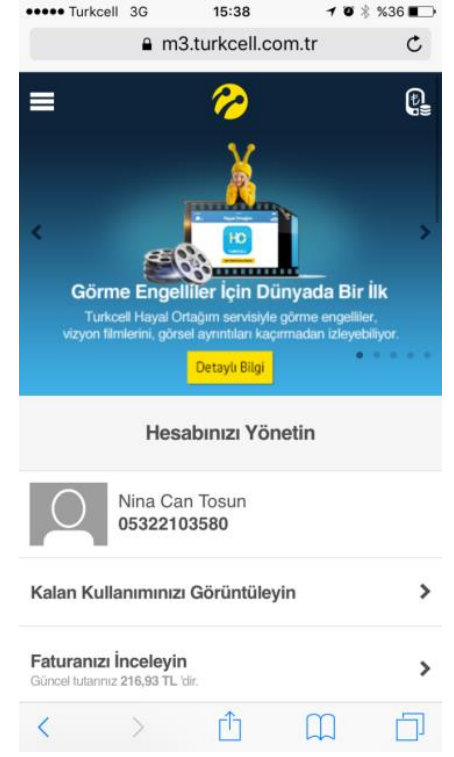
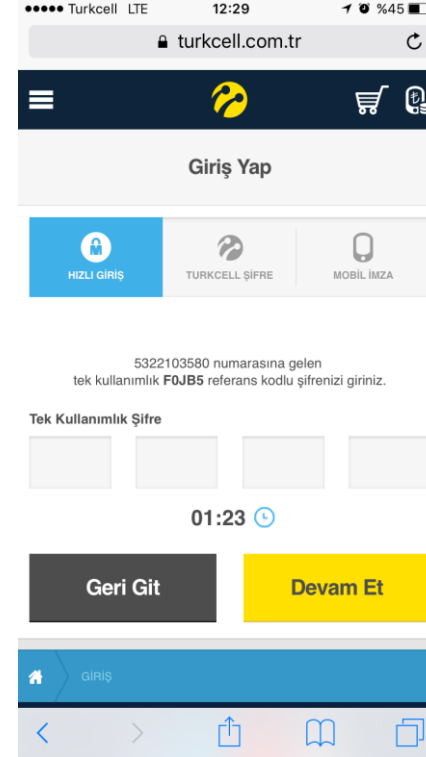
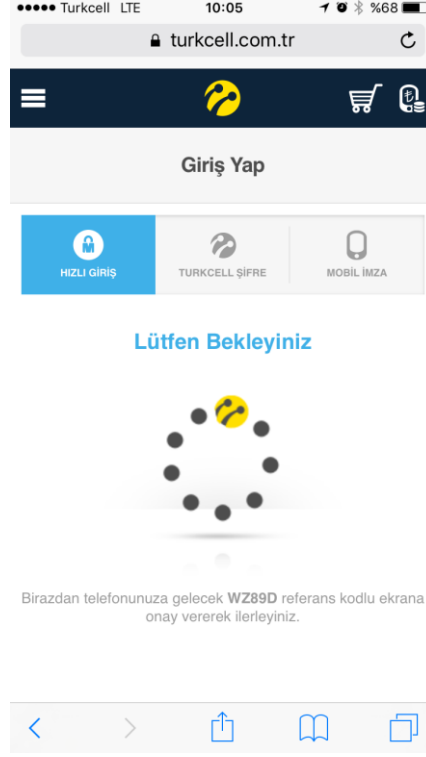
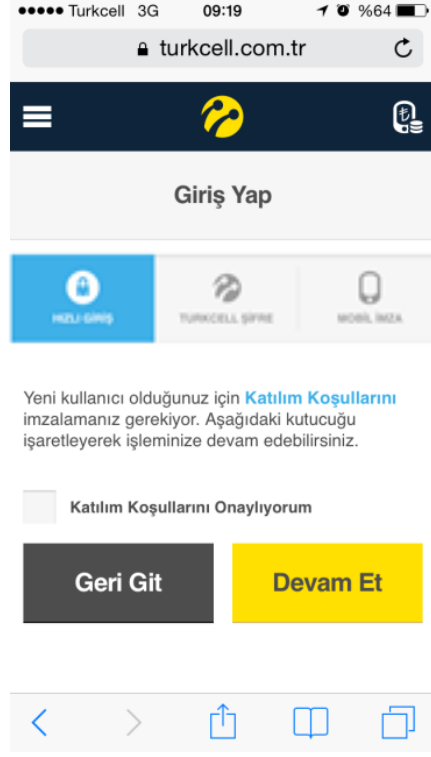
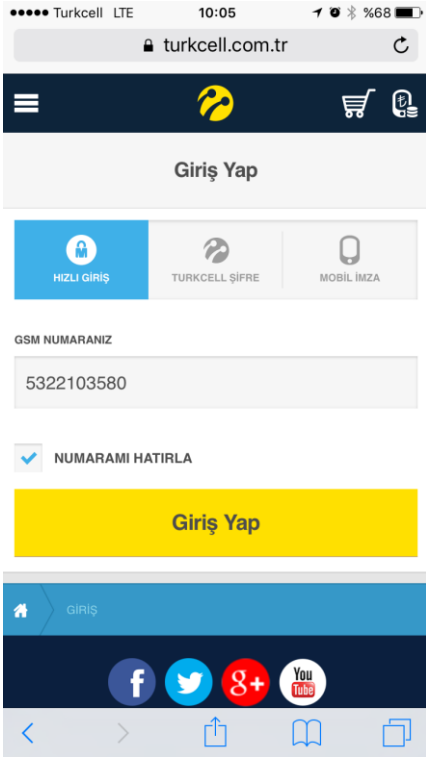


- 1) If subscriber is capable of getting Click OK (SIM)
- 2) If subscriber is not capable of getting Click OK than SMS OTP is sent.





Mobile Connect User Flow- OTP



New users accept Terms and Conditions

If subscriber is not capable of getting Click OK than SMS OTP is sent.