TURKCELL

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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

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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

At launch, with this design & icon position:

conversion rate

was

5%

Survey Results

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**
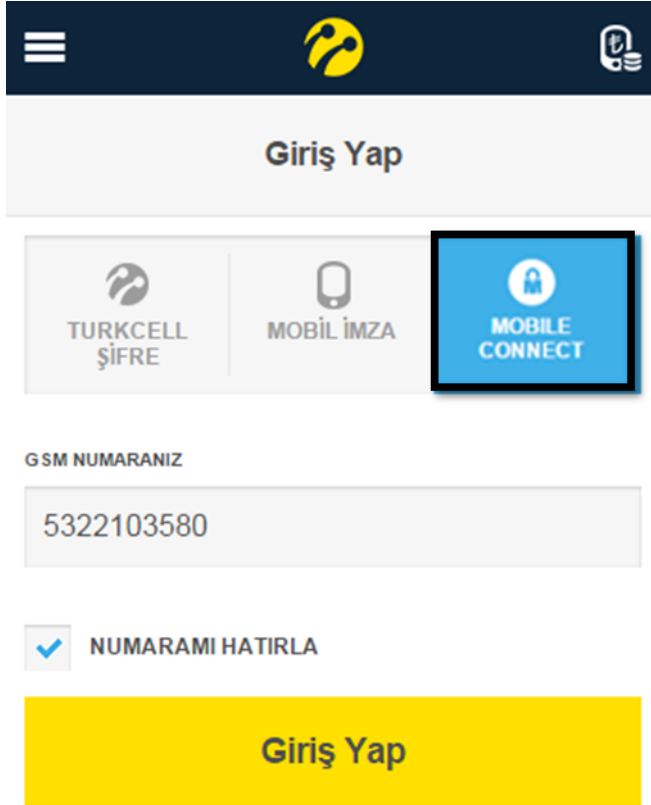
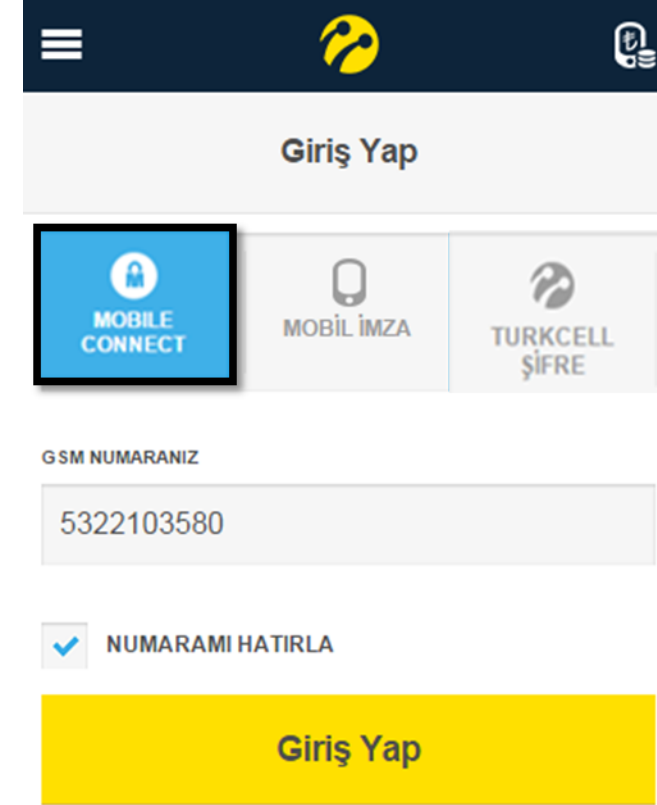# Action 1: Repositioning

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

%80 increase in registrations and transactions

Mobile Connect usage after Redesign & Repositioning

With the new design & icon position:

conversion rate

30%

Mobile Connect Metrics

Redesigning

Repositioning

Mobile Site
m.turkcell.com.tr

+Website
turkcell.com.tr

Jan 16 · Feb · Mar · Apr · May · Jun · Jul · Aug · Sept · Oct · Nov · Dec · Jan 17

— New — Existing — Total
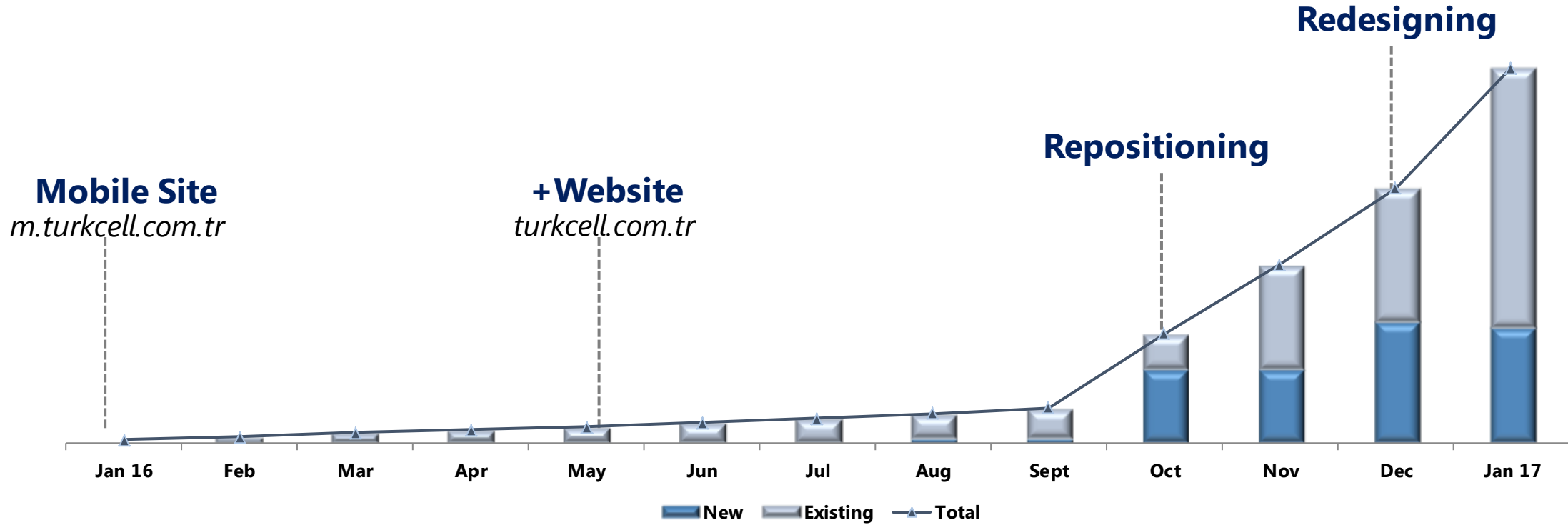
2,06 logins / user

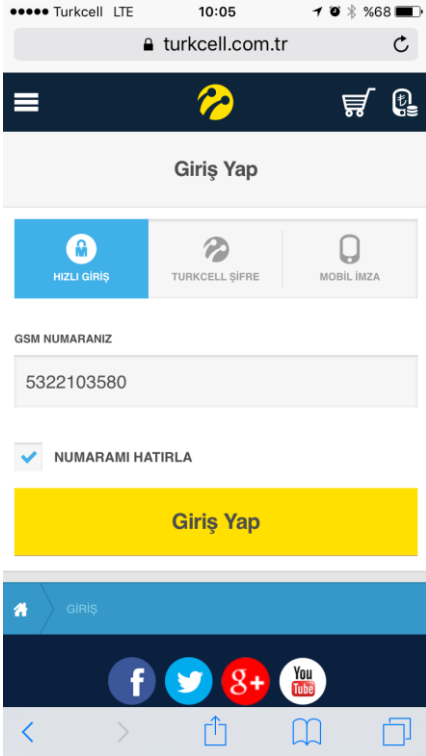**650 K** transactions / month

Web 44%
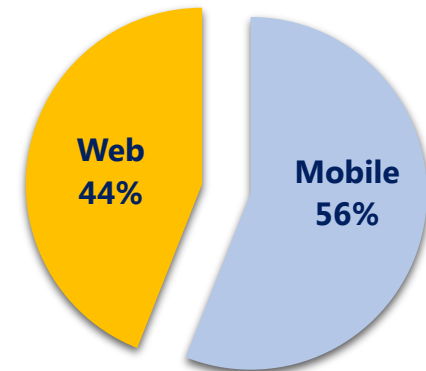
Mobile 56%
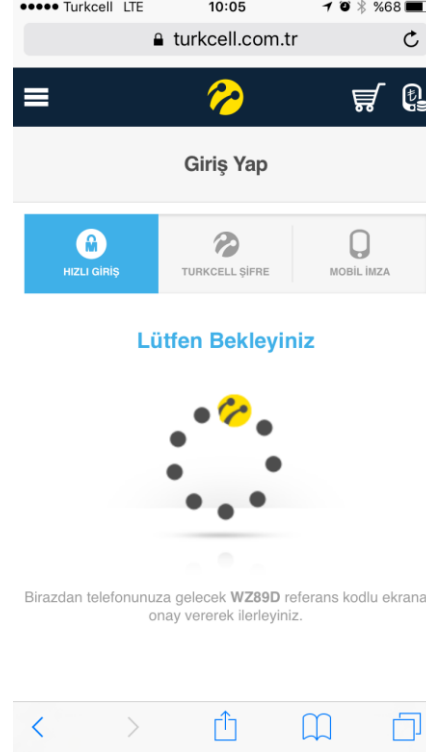
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THANK YOU

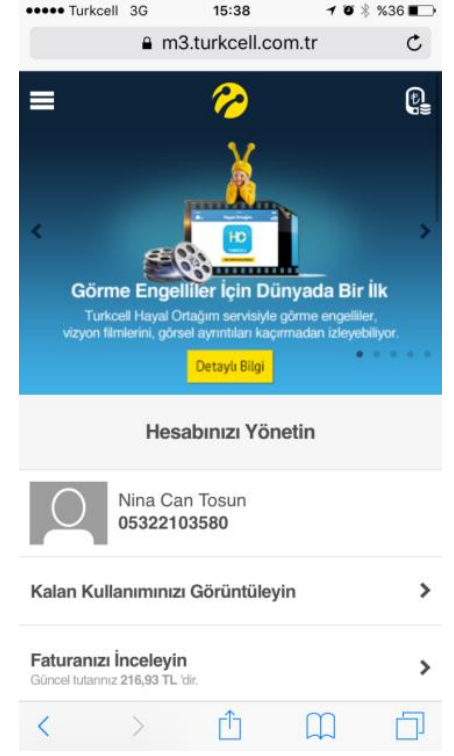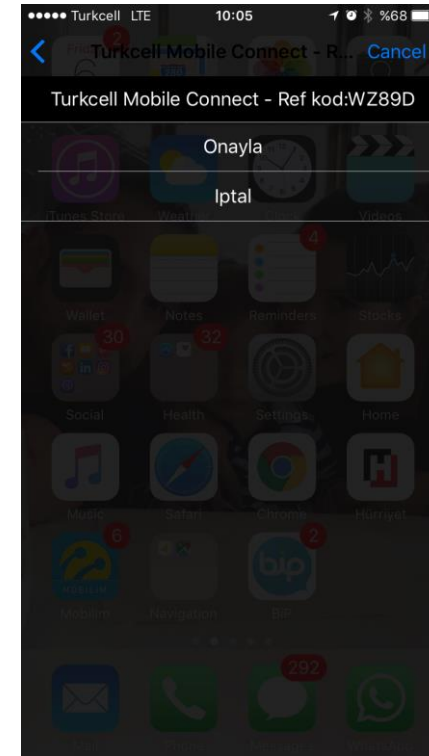**BURAK AKINCI**
Digital Communication & Big Data Services
Director

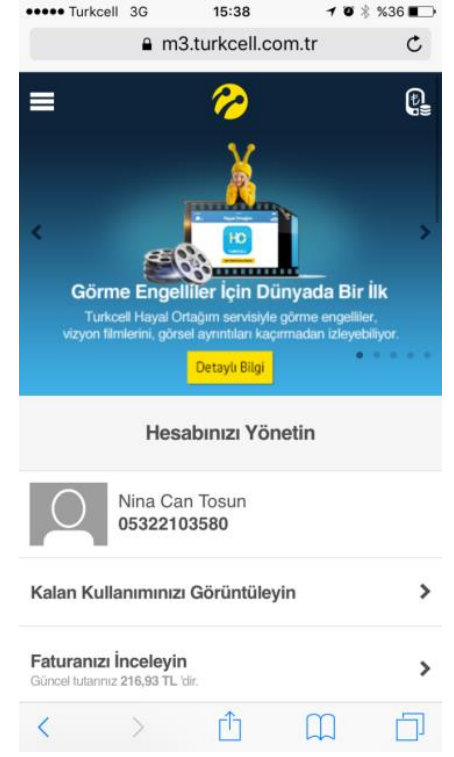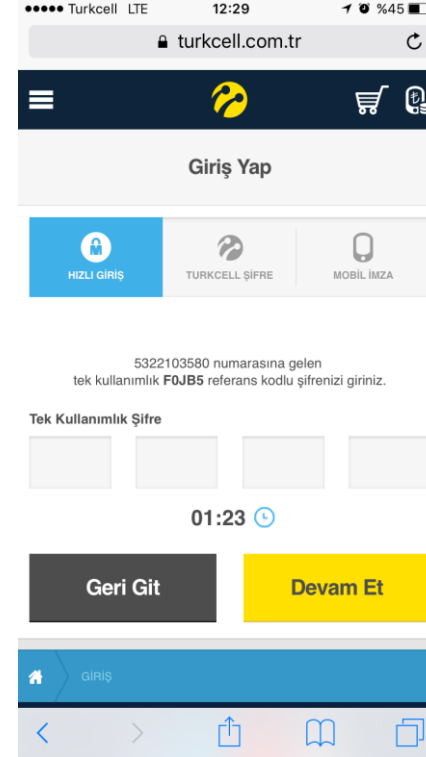# Mobile Connect User Flow
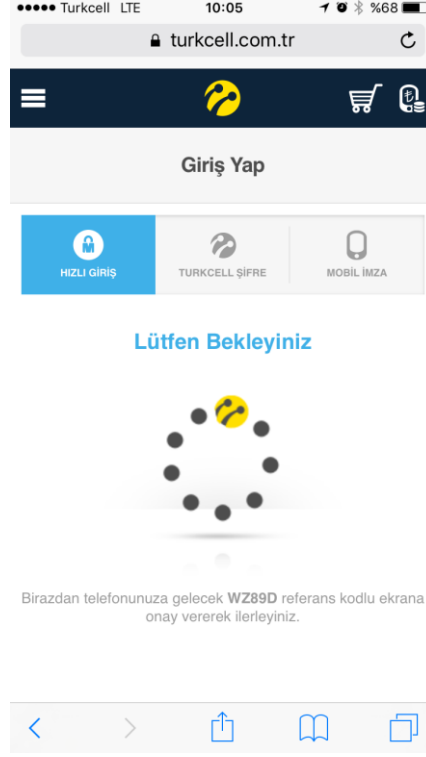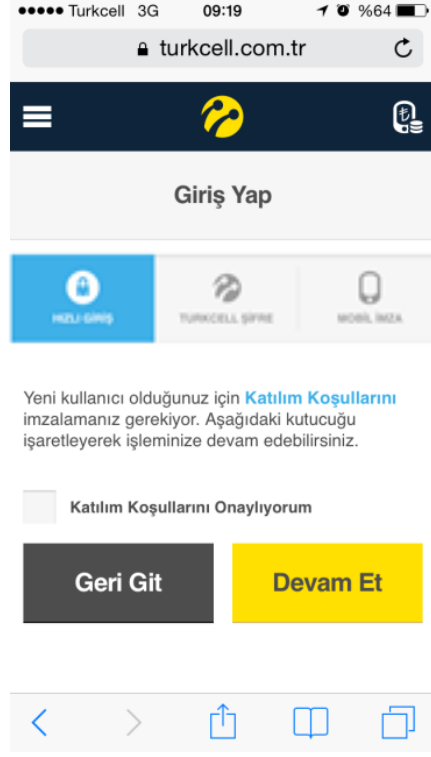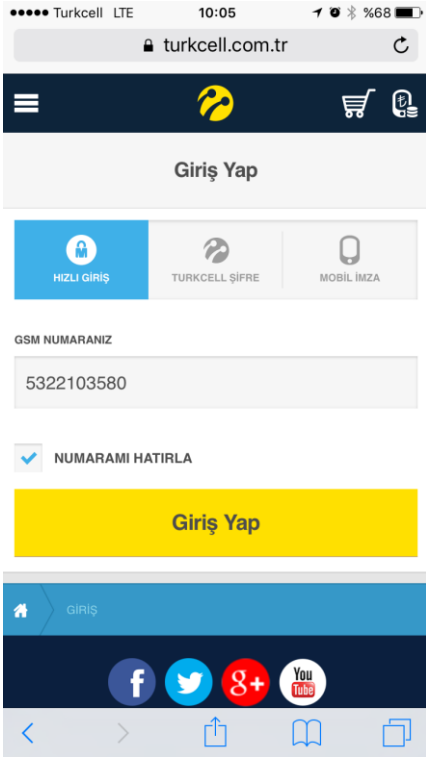

New users accept Terms and Conditions

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

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