

Mobile Connect puts users in control of their mobile bill charges

1. Challenge and rationale

Dialog's challenge was to prevent digital service providers from abusing the carrier billing service: initiating un-consented digital subscriptions and billing users. Some digital content providers were presenting sale offers in a way that misled users to unknowingly purchase content and incur charges on their carrier bill. This was damaging Dialog's brand image and customer satisfaction and loyalty because, in the eyes of the customer, it was Dialog who was charging them for a service that they never wanted.

2. Solution

Dialog implemented Mobile Connect Authorise, a service that ensures customers own the consent/verification process.

Mobile Connect Authorise is used to acquire explicit consent from the user before the charge is applied to the user's mobile bill. The objective is to ensure strict governance when obtaining customer consent, guaranteeing that third party providers are not able to spoof consent or activate services without the user's agreement.

3. Benefits

- ❑ 30% reduction of complaints month-over-month, protecting the brand value and increasing customer loyalty and satisfaction in the long run
- ❑ 50-fold reduction of service-subscription-fraud, when comparing consent enabled vs. consent disabled monthly data
- ❑ Opportunity to expand to other operators' services and to offer as a service to third party providers

User flow

