

# IMPROVING BOTH BUSINESS EFFICIENCY AND CUSTOMER SERVICE ONLINE CUSTOMER SELF-CARE AUTHENTICATION WITH MOBILE CONNECT

January 2015

Dialog launch Mobile Connect

10.4

Million enabled customers

4


Sri Lankan service providers have implemented

80%


of customers say: "it's easy to use"



## BEFORE MOBILE CONNECT

- Customers log-in with username/ password 
- Many customers forget their credentials
- Customers call the helpline to reset

## AFTER MOBILE CONNECT

- Username is customer's mobile number
- Customers receive Mobile Connect request on mobile and click "OK" 

## Results



Customers of Mobile Connect call *over 10 times less* than others for password-related issues

Huge call centre efficiency improvements



Less frustration for customers

