mobile connect

ENHANCING USER EXPERIENCE WITHOUT COMPROMISING ON SECURITY
ONLINE CUSTOMER SELF-CARE REGISTRATION WITH MOBILE CONNECT

Jazz

Early 2016	**Jazz launch Mobile Connect**
38	**Million enabled customers**
5	**Pakistani service providers have implemented**
June 2016	**Mobile Connect on self-care portal**

BEFORE MOBILE CONNECT

- Secure registration process involves password, captcha code, mobile number verification, etc.
- Many customers do not complete the process

AFTER MOBILE CONNECT

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

Results

147% increase in conversion rate from visitors to registered users

79% increase in monthly new registrations