



IMPLEMENTING MOBILE CONNECT ON TURKCELL SERVICES TO DRIVE ADOPTION AUTHENTICATING CUSTOMERS FOR SELF-CARE MOBILE SITE



December 2015

Turkcell launch
Mobile Connect

33

Million enabled users

Live

on Turkcell online
portal & mobile app

BEFORE MOBILE CONNECT

- Need to remember a password
- If forgotten, can reset it via an SMS
- Mobile signature is the other option: hard to obtain, less than 0.1% of log-ins

AFTER MOBILE CONNECT

- Mobile number becomes their username
- Receive a Mobile Connect request on mobile and click "OK"
- No password to remember



Results

50% of all logins to
Turkcell web portal now
happen via Mobile Connect

97% of Mobile Connect
users say they will use it
again