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

**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

**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

**December 2015**

- Turkcell launche Mobile Connect

33 Million enabled users

Live on Turkcell online portal & mobile app

**After Mobile Connect**

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