



Taking the next step in Identity with Mobile Connect

Turkcell





Mobile Connect is a identity service driven by mobile operators, worldwide, providing simple, secure and privacy-protecting authentication, authorisation, and identity services to benefit both online businesses and users.

Turkcell have been pioneering mobile identity since 2007

Mobile Identity is not new to Turkcell, and the company has come long way since rolling out its first offering over 10 years ago with the signature solution, Mobil Imza. In April 2016, the Turkish operator took a further step on their pioneering identity journey, launching Mobile Connect in order to improve its customer

experience and further differentiate its proposition through a simplified registration and login process. Mobile Connect scored 4.6 out of 5 with subscribers for ease of use. Following this positive response the company committed to develop further their deployment of this service.

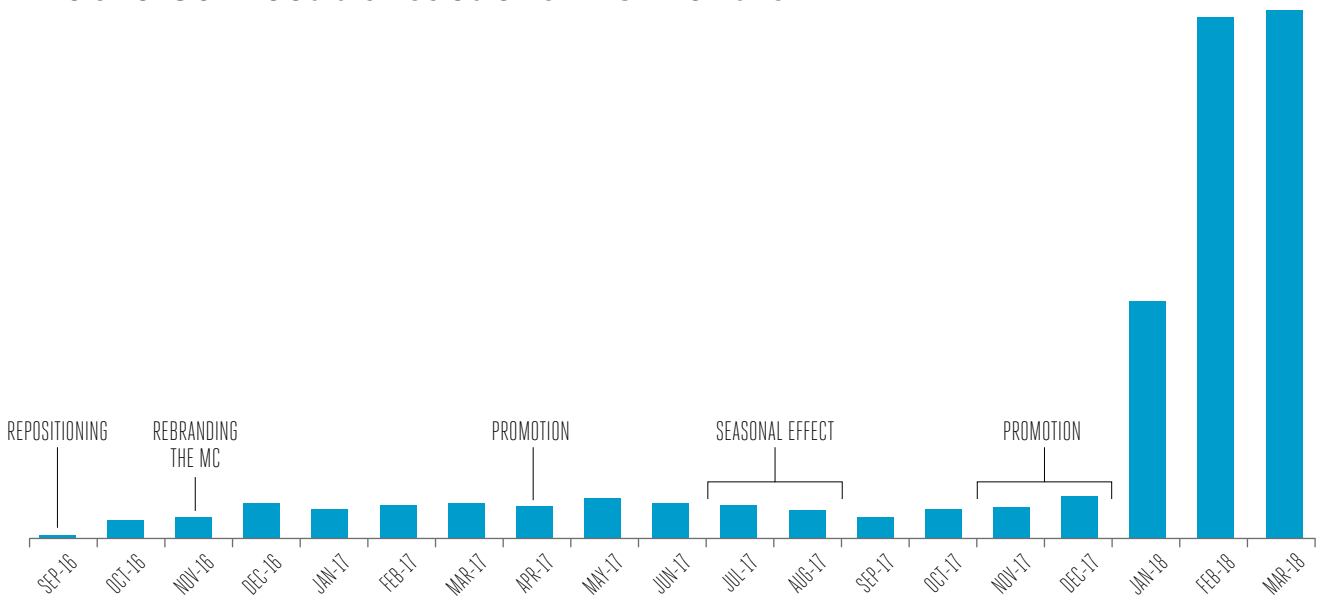
Mobile Connect continues to strengthen customer relationships

Deploying Mobile Connect on Turkcell.com.tr, its mobile app, self-care portal, corporate & campaign sites, as well as Turkcell Academi, gave the operator the experience to test and develop Mobile Connect for the

Turkish market. In figure 1 the development journey is seen in terms of Mobile Connect transaction growth and the market drivers that were found to impact growth.

Figure 1

Mobile Connect transactions - 18 months



September 2016: Button repositioning - After a testing phase, Turkcell relocated the Mobile Connect login button to the primary 'default' position on its self-care app. This resulted in an 8-fold increase in the proportion of people using Mobile Connect to access self-care services.

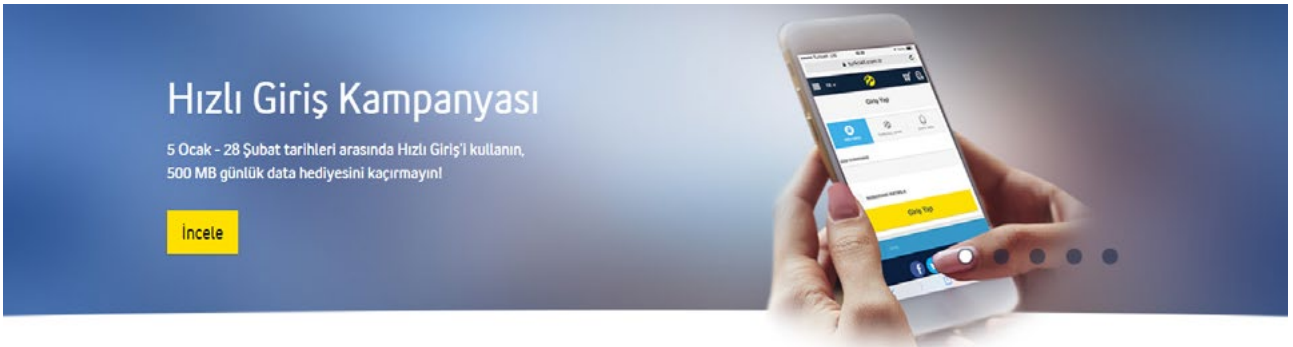
November 2016: Rebranding for clarity - Following an awareness survey it was decided to make the branding more explicit. In December 2016, the operator rolled

out a new "Fast Login (powered by Mobile Connect)" branding, with a short explanation about Mobile Connect, which boosted transactions.

April 2017: Data promotion for 'Fast login' - The purpose of the campaign was to drive usage amongst Turkcell's own subscribers; 500 MB of data was gifted for use throughout the day to each subscriber accessing mobile or web turkcell.com.tr via 'Fast Login' (see Figure 2).

Figure 2

500Mb data campaign



Source: turkcell.com.tr 2017

November-December 2017: Turkcell.com.tr campaign

– Another promotion on the main Turkcell website unrelated to Mobile Connect had a positive, if indirect, impact on transaction numbers as users logged in using the easy to use Fast Login button.

January 2018: 'Header Enrichment', as a new authenticator, produced a significant increase in transaction volumes from just under 1 million in December 2017 to over 5 million in January and over 11 million in February 2018.

Growth in 'Fast Login' transactions, up 27% on last month (December, 2017), and a four-fold increase in monthly active users over the last year have provided the positive results that were key to Turkcell's decision to expand their Mobile Connect services. On top of external service providers already added, 2018 will see more additions and the roll out of both attribute services and strong authentication.



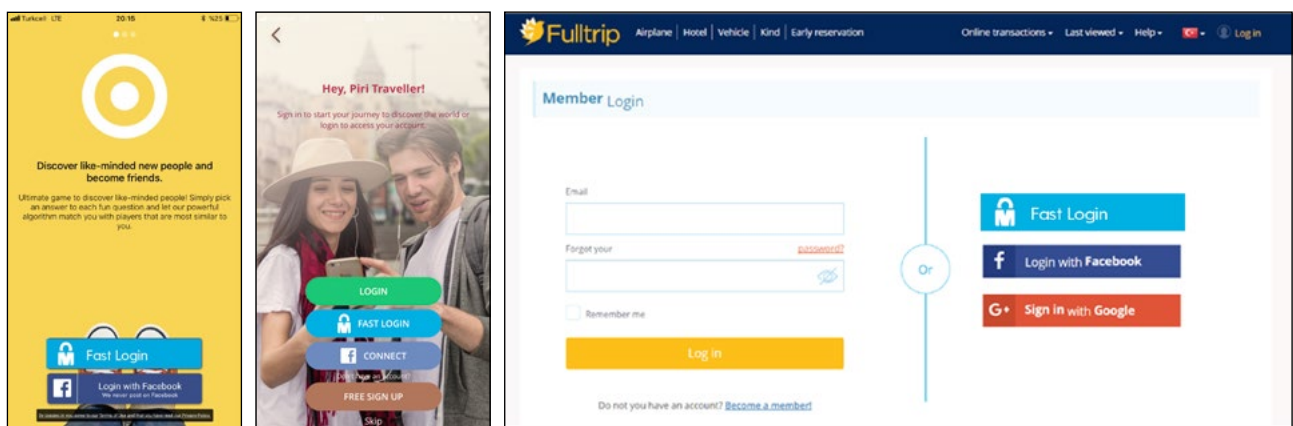
Turkcell expands ‘Fast Login’ to external service providers

Having showcased its Mobile Connect-powered Fast Login solution on Turkcell services and built up traffic and active users, the Turkcell team saw the opportunity to expand the service to external service providers. Recently Fast Login has been launched with

a number of websites in Turkey including Kimboo, the matchmaking and social discovery site; Piri, an audio walking tours app; and Fulltrip, the online travel arrangements business (see figure 3).

Figure 3

Apps & websites using Fast Login powered by Mobile Connect



Kimboo

Piri

Fulltrip

Kimbo has even injected Mobile Connect into the Facebook Login user flow in order to enhance security for its users through stronger authentication.

while integrating Fast Login, something that the company considers a point of differentiation above and beyond self-serve developer portals alone.

Mobile Connect features prominently on all three properties with Fast Login positioned in front of the Facebook and Google logins. All of these online businesses benefited from Turkcell’s close support

Now Turkcell has monetisation in its sights

With Fast Login established as the standard on its own websites and starting to get traction with external service providers, Turkcell are now leveraging Mobile Connect to actively develop services they believe will be the basis of a new revenue stream. In December 2017 the company finished development of an attribute sharing service directed at external service providers. Importantly, only users that give permission will be able to share key credentials such as name, email address and eventually phone number with service providers. In order to build penetration this service will be based on a freemium model eventually moving to a paid model when more credentials are rolled out. The social discovery site Kimboo integrated this service to make user registration easier, reducing friction on sign-up.

Another example where Turkcell have effectively leveraged authentication in the mobile ecosystem includes the combination of 'Fast Login' with its

zero-rated BiP messaging platform and its Paycell payment service creating a powerful 'Turkcell Secure e-Commerce Platform'. The team's joined up thinking is a fine example of Mobile Connect as an essential enabling factor in a wider proposition.

At the end of April this year, the Turkcell team are also planning to launch strong customer authentication at Level of Assurance 3 to enable service providers to enhance security where necessary. Providing a spectrum of authentication is essential for attracting the widest possible range of service providers and as part of the company's strategy to move towards monetisation of Identity.



Latest learnings from Turkcell

Mobile identity is a strategic tool - Leverage Mobile Connect and mobile identity in general as a core strategic platform, by combining it with other operator assets such as mobile payment and messaging, for driving renewed customer relevance and new business opportunities.

Engage with the user experience - After a period of testing and monitoring Mobile Connect, it was clear to the Turkcell team that they would need to work to optimise the user-flow, repositioning buttons and rebranding to make the proposition explicit for their market in particular.

Provide close support for service providers - The company learnt that every app has its own requirements when it comes to incorporating 'Fast Login' in the user flow, resulting in a need to work closely with app developers and not just leave them to self-serve from a developer site or SDK alone.

Active promotional support drives usage - The team responded to positive feedback from Mobile Connect users by promoting its usage using 'data campaigns' (Figure 2). Turkcell also targets service providers with campaigns designed to drive Mobile Connect adoption. The campaign offers to 'zero-rate' an app or website if it uses Mobile Connect and the operator's payment service, Paycell, in combination. The success of these campaigns are evidence that they can be a logical follow up to a positive user response in order to drive usage.

Monetisation requires the release of high value Mobile Connect and operator services - This means deployment of Mobile Connects release 2.0 (e.g. LoA 3 authentication, network and identity attributes) is imperative for starting monetisation. The team also identified that an initial freemium period was important to reduce barriers to adoption.





About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences.

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