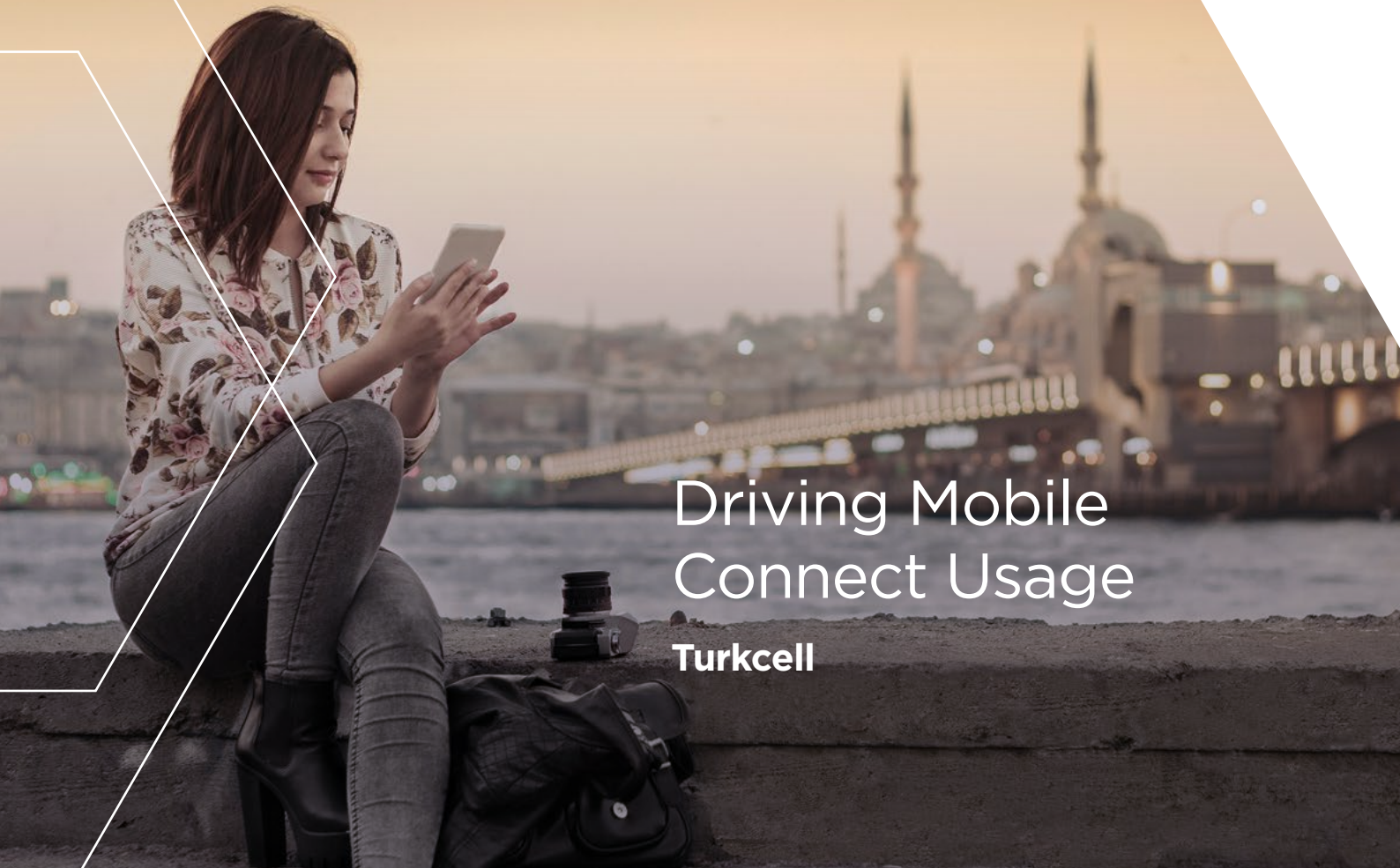




# Driving Mobile Connect Usage

Turkcell



# Driving Mobile Connect Usage

## Contents

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<b>Summary: How Turkcell successfully deployed Mobile Connect</b>	<b>1</b>
<b>Seeking opportunities for differentiation</b>	<b>2</b>
<b>The roll out of Mobile Connect</b>	<b>2</b>
<b>The initial reception of Mobile Connect</b>	<b>3</b>
<b>Driving Mobile Connect usage</b>	<b>4</b>
<b>Key success factors</b>	<b>6</b>
<b>Conclusion and next steps</b>	<b>7</b>

# Summary:

## How Turkcell successfully deployed Mobile Connect

Mobile Connect is a new standard in authentication driven by mobile operators around the globe. It provides convenient, secure and privacy-protecting authentication, authorisation and identity services.

Looking to improve its customers' experience and further differentiate its proposition, Turkcell launched Mobile Connect initially on its self-care mobile application and website, which attracts high volumes of traffic.

In a survey in the first few months after launch, 97% of Mobile Connect users said that the authentication solution worked without any problems and they scored Mobile Connect at an average of 4.6 out of 5 for ease of use. However, a parallel survey of non-users found lack of awareness of Mobile Connect among customers.

Turkcell responded by making Mobile Connect the default log-in option on its self-care app and website, and by clarifying the branding. The proportion of people using Mobile Connect to access the mobile site then rose eight-fold: Mobile Connect now enables 50% of all customer logins to the website.

By showcasing high usage on its own sites, Turkcell is demonstrating the value of Mobile Connect to external service providers. That momentum should, in turn, draw other mobile operators into the market to realise the full strategic opportunity of Mobile Connect.

# Seeking opportunities for differentiation

Turkcell has long been a pioneer in mobile authentication and identification services. As early as 2007, Turkcell rolled out a Mobile Signature service to enable customers to use their handsets to complete transactions requiring a high-level of security.

providing a simplified registration and log-in process that would help to ensure a great user experience for customers. Turkcell saw Mobile Connect as a fast, easy and secure way to authenticate subscribers without requiring an email address or a password.

In December 2015, Turkcell launched Mobile Connect to complement its authentication portfolio with a basic, consumer-friendly product. The objective was to further differentiate Turkcell from its competitors by

## The roll out of Mobile Connect

In December 2015, Turkcell began by rolling out Mobile Connect on its self-care mobile site only. Once it was happy with the stability of the platform, the operator fully integrated the solution into the self-care website enabling a full launch in April 2016.

By implementing Mobile Connect on a very widely used service, Turkcell was able to fully explore the potential of the solution and raise the profile of Mobile Connect both internally and externally.

For Turkcell customers, Mobile Connect reduced the length of the process from three steps to one step – when choosing this option, the user simply responds to a pop-up on their phone.



# The initial reception of Mobile Connect

In the first few months after launch, Turkcell ran a phone survey with a sample of Mobile Connect and non-Mobile Connect users. The results were unequivocal: 97% of Mobile Connect users said that the authentication solution worked without any problems and the respondents scored Mobile Connect an average 4.6 out of 5 for ease of use. Customers said they liked the convenience of a one-step process and

the absence of passwords – 96% of Mobile Connect users also said that they would use it again.

The survey of non-Mobile Connect users found that a lack of awareness was the primary reason they weren't using the service. In response, Turkcell made some changes to its user interface to drive adoption of Mobile Connect.

*"I don't need a password anymore!"*

**Turkcell customer survey respondent**



# Driving Mobile Connect usage

After the testing and monitoring phase was completed, Turkcell made Mobile Connect the default login mechanism on its website and mobile app, as illustrated in figure 1 (before) and figure 2 (after).

After Mobile Connect became the default log-in option, the proportion of people using Mobile Connect to access the mobile site rose eightfold.

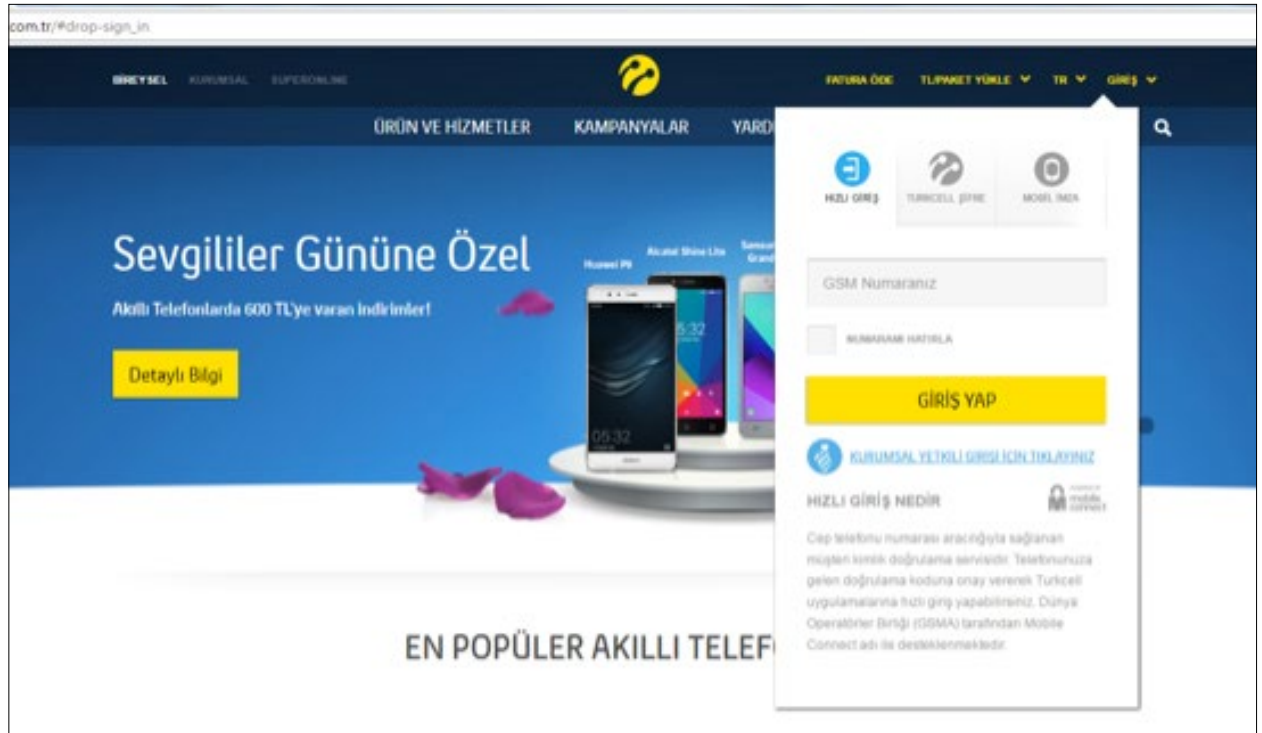
Turkcell also changed the Mobile Connect branding to make it more explicit: **in December 2016, it rolled out a new “Fast Login (powered by MC)” design**, with short explanations at the bottom of the page – as illustrated in Figure 3.

*After Mobile Connect became the default log-in option, the proportion of people using Mobile Connect to access the mobile site rose eightfold.*

FIGURE 1: TURKCELL SELF-CARE LOGIN OPTIONS BEFORE RE-DESIGN

FIGURE 2: TURKCELL SELF-CARE LOGIN OPTIONS AFTER RE-DESIGN

FIGURE 3: TURKCELL SELF-CARE LOGIN PAGE WITH “FAST LOGIN” BRANDING.



Since then, more users have been choosing Mobile Connect, that resulted in an 80% increase in daily registrations. As of April 2017, around 50% of all logins to the Turkcell self-care portal were via Mobile Connect.

Although the total volume of logins to the Turkcell self-care portal and app have remained stable throughout the roll out of Mobile Connect, the positive customer feedback, the absence of customer care complaints and the high usage all indicate that the solution has helped Turkcell further strengthen its relationship with subscribers.

*As of April 2017, around 50% of all logins to the Turkcell self-care portal were via Mobile Connect.*

# Key success factors

## Senior management endorsement

To roll out Mobile Connect to support Turkcell's own services, the project team had to work across departments within the operator. The need for broad internal support meant an unequivocal endorsement from the company's senior management and it would be a key success factor to move the project forward.

The Turkcell senior management and strategy teams understood the importance of the initiative and encouraged the promotion of Mobile Connect as the primary login option.

## Launch on a highly utilised service

Being aware that rapid adoption of Mobile Connect would help secure full internal buy-in, the Turkcell team recognised the importance of launching the solution on a service with high usage. After the initial testing phase, Turkcell immediately rolled Mobile Connect out onto their highest traffic application, the self-care portal, and obtained valuable customer feedback. After seeing the solution work in a live environment, the Turkcell customer experience team understood the simplicity it could bring to their subscribers and thereafter supported the page re-designs that further boosted traffic.

## High market coverage

Turkcell deployed Mobile Connect with a SIM-based authenticator to meet the highest possible security standards. However, the operator also understood that market coverage would be critical to the success of the solution. As some subscribers were not yet equipped with suitable SIM cards, Turkcell rolled out a fall-back option too - a one time password delivered by SMS - to enable its complete customer base to adopt Mobile Connect. As of February 2017, the penetration of suitable SIM cards stands above 80%.

Today, Turkcell is the only mobile operator supporting Mobile Connect in Turkey. Turkcell is considering expanding the solution so it can be used by other operators' subscribers via a one time password delivered via SMS. This would enable Turkcell to offer Mobile Connect as a login option on third party websites and apps to all mobile phone users in Turkey.

In any case, Turkcell believes that the strong value proposition will entice external service providers and other mobile operators to adopt Mobile Connect. In other markets, some consumers have switched to the operator providing Mobile Connect - ultimately prompting the remaining operators to also support the solution.<sup>1</sup>



## Conclusion and next steps

**With growing usage of Mobile Connect on the self-care portal and positive customer feedback, Turkcell is satisfied with the success of the initial deployment. Turkcell is planning to integrate Mobile Connect into other Turkcell apps in the near future. It also intends to launch a higher security option involving a PIN as a second factor of authentication, before reaching out to external service providers to encourage them to also adopt Mobile Connect. In the longer term, Turkcell plans to employ Mobile Connect to enable authorisation as well as authentication.**

**By showcasing high usage on its own sites, Turkcell is demonstrating the value of Mobile Connect to external service providers and driving the market forward. That momentum should, in turn, draw other mobile operators into the market to realise the full strategic opportunity of Mobile Connect.**





## Sharing best practice

**Any improvements you have made to your deployment(s) which have translated into strong numbers?**

**We want to hear about your experiences – and with your permission, help you share them for the benefit of all operators working in the Mobile Connect ecosystem.**

**Please get in touch with our Mobile Connect team at GSMA London, [mobileconnect@gsma.com](mailto:mobileconnect@gsma.com)**

To find out more about Mobile Connect, please visit [gsma.com/mobileconnect](http://gsma.com/mobileconnect)



**Identity**

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