

# Engaging connected customers.

Susan Buttsworth



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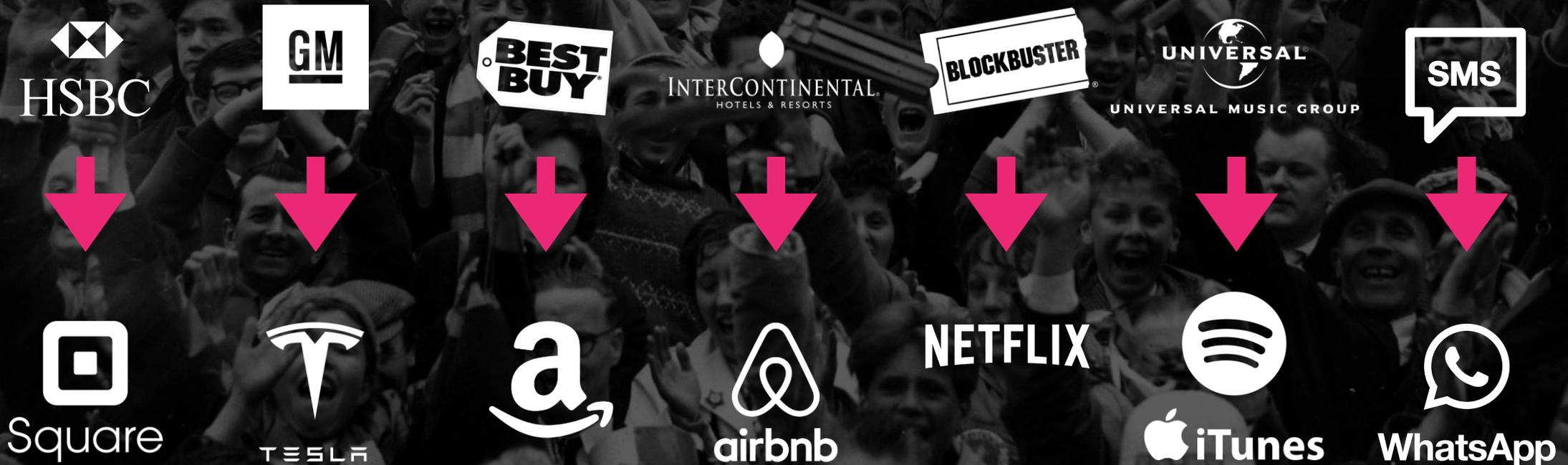
The mobile telecom industry  
is less loved than tobacco.

Source: IPSOS April 2015



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New market entrants are disrupting incumbent organizations across all industry sectors...



...and introducing new business models to disrupt the status quo.

YAHOO!  
Taboola  
amazon  
TARGET

Make it mine.

Spotify®  
shoedazzle.\*  
RR  
D S C

Every product is a service in waiting.

airbnb  
UDACITY  
zopa™

Access not assets.

WIKIPEDIA  
The Free Encyclopedia  
LendingClub  
KICKSTARTER

Sharing economy.

Three exists to  
**#makeitright**  
for our customers.



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# A network you can rely on.

Free  
0800 calls.

4G at no  
extra cost.

Use your phone  
abroad at no  
extra cost.



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Now the strongest  
**NPS** in the UK.

+ 20%  
NPS

- 4%



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Today, mobile devices help  
customers search,  
communicate and be  
entertained.



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Tomorrow, of course their devices will **save them MORE** time.



Time is **king.**



Demand for time is **rising.**



39% feel under **time pressure.**

Mobile can save time but  
customers worry about data  
protection.



# People will give their data for value.



22%

"I'm not worried."

Unconcerned



24%

"I'm not willing."

Fundamentalists



50%

"I see the value."

Pragmatics



Data + Value = My Moments.



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My Moments.



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# My Moments.

Who am I?

What do I want and when?



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# My Moments.

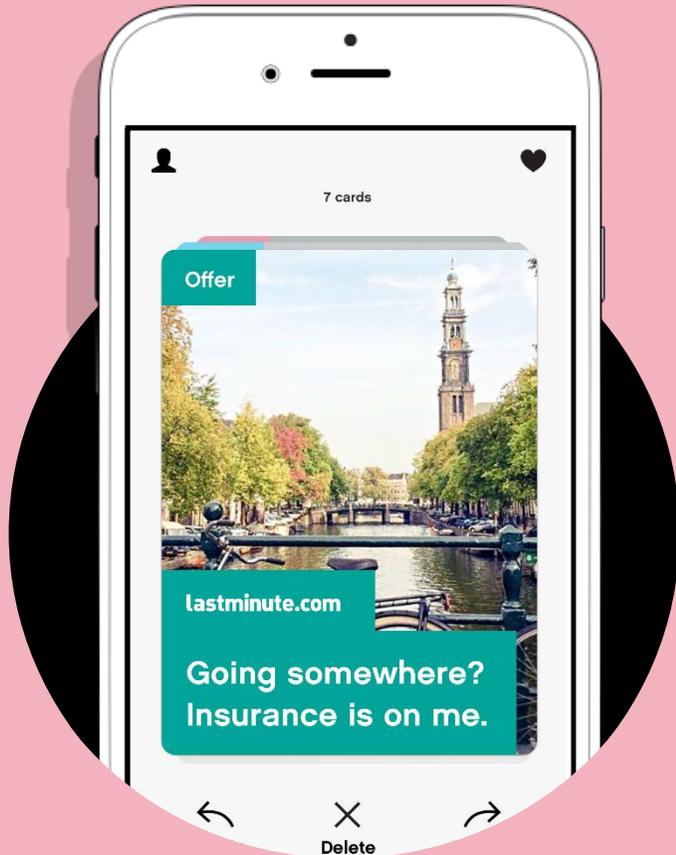
Delightful, timely and relevant services and benefits.



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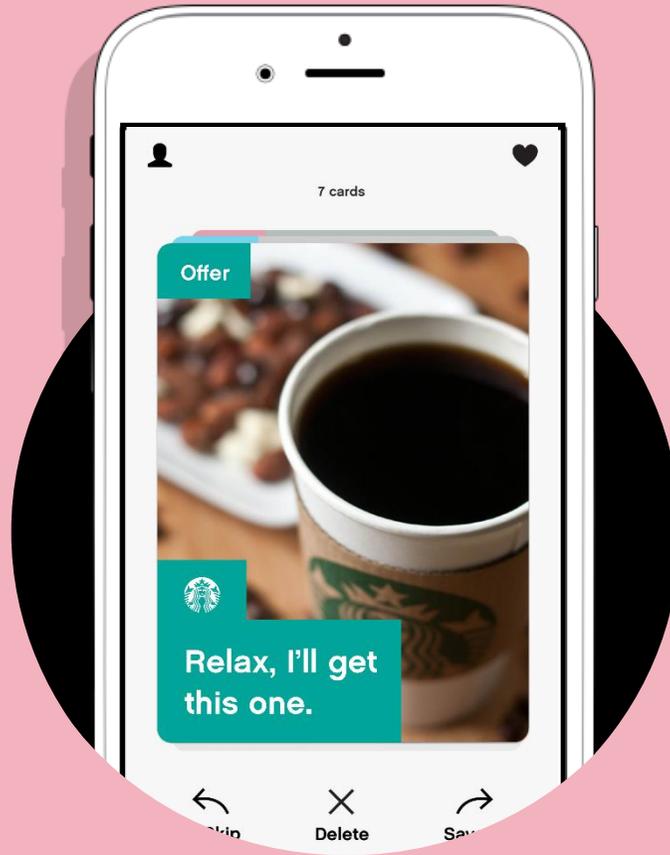
# Flying?

Here's some insurance  
on me.



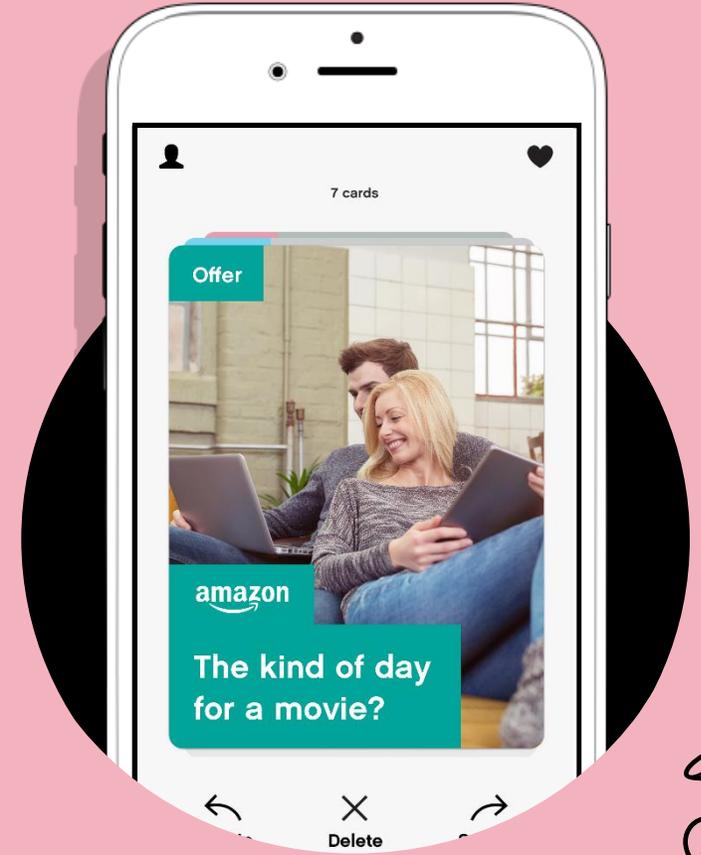
# Delayed?

Enjoy a free coffee  
while you wait.



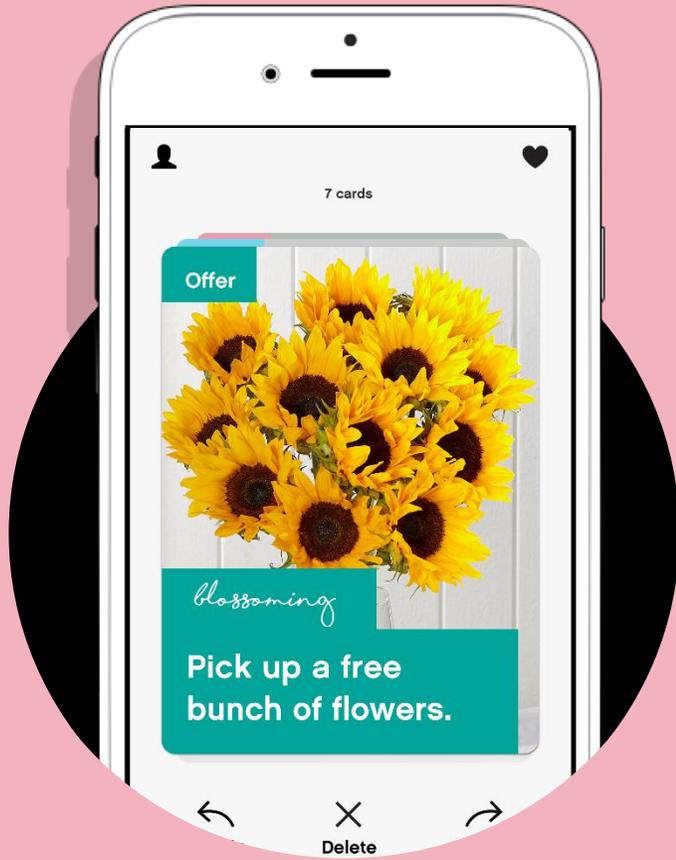
# Raining?

Settle in for a brand  
new movie.



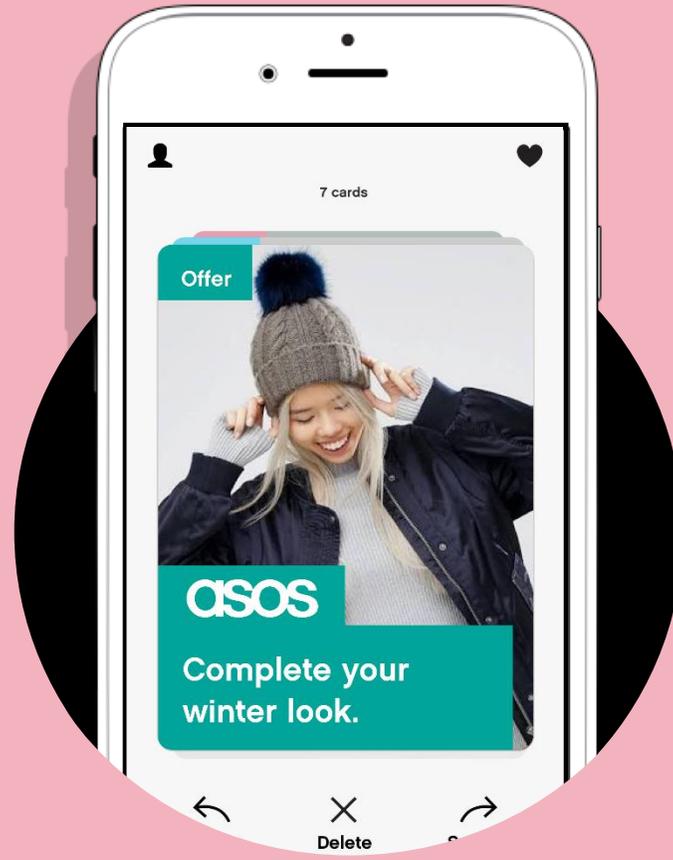
Forget your anniversary?

Help is around the corner.



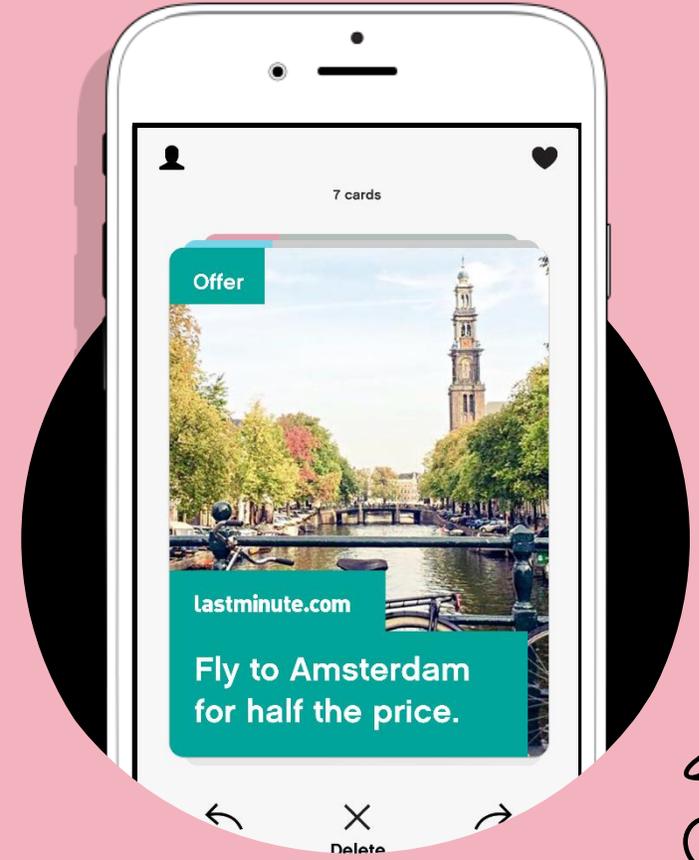
Need a hat to match?

Complete your look with a free beanie.



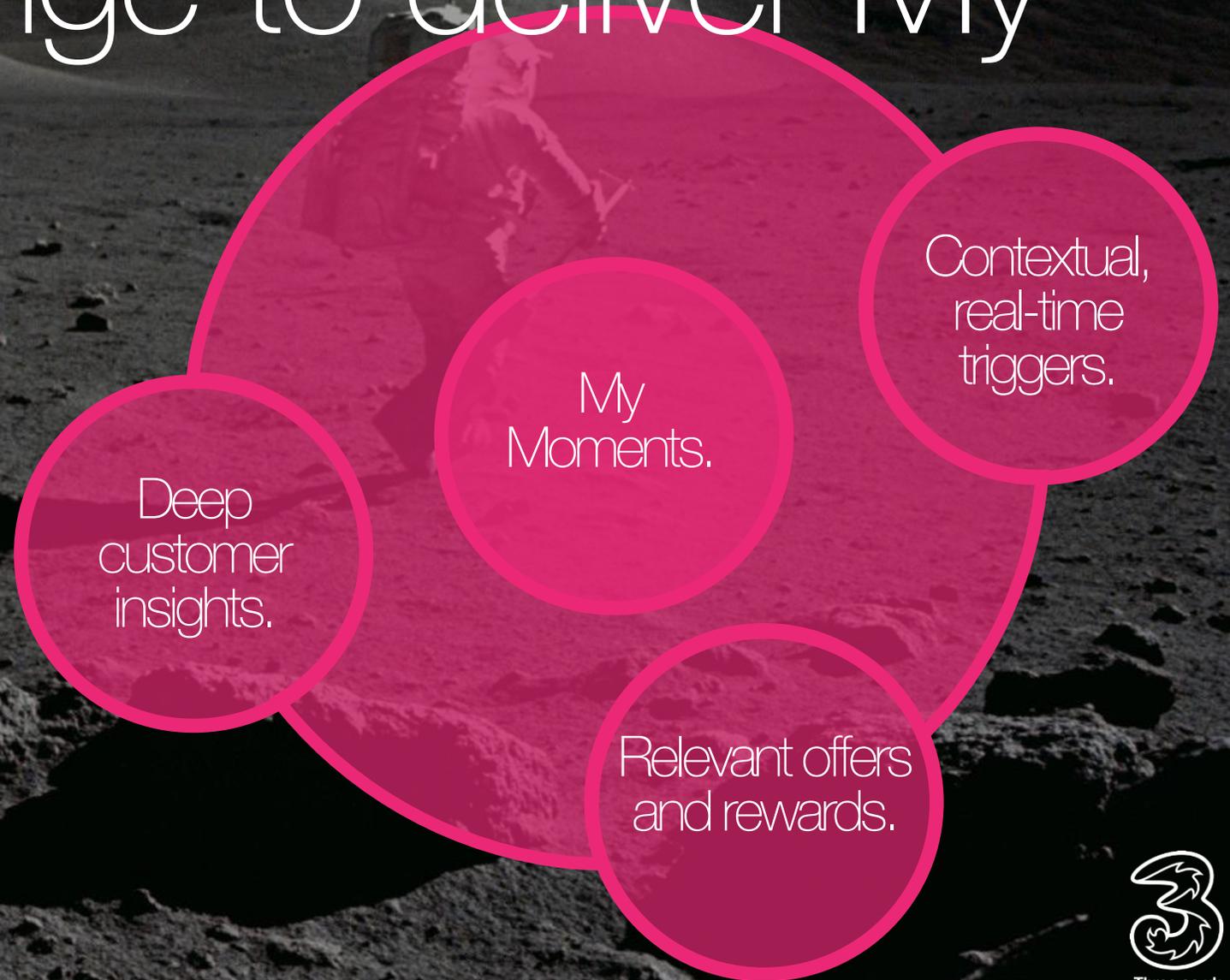
Missing your mate Josie?

Visit her in Amsterdam for half the price.



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# Radical change to deliver My Moments.



# Why now? No chance this can work!



New customers with new demands.



New channels.



New products & services.



Old way of doing things.

