

CASE STUDY: CINCINNATI BELL MEETS CUSTOMER DEMANDS THROUGH MOBILE ENGAGEMENT

Overview

Cincinnati Bell, a Midwestern provider of integrated communications solutions, wanted to give its customers the ability to manage their home phones, internet and TV accounts from anywhere using cell phones and tablets.

Market Reality

Every company that doesn't keep up with digital technology and increasing customer demands is at risk. But what exactly does that mean? In Cincinnati Bell's market, success means providing high-quality services at an affordable price and a way to manage those services seamlessly at the customer's convenience.

In any industry that provides services, today's customers demand more than "just" the service. Customers want personalized, meaningful experiences on the go, at their convenience, and they're willing to pay for it.

Digital technology is a powerful vehicle for delivering such experiences. A mobile app is an example of digital technology that brings a company's brand to the fingertips of customers and potential customers any time of day, wherever they are.

However, if a mobile app is delivered without first understanding how it fits into a broader customer experience strategy (CX), businesses are at the risk of devaluing their investment in digital technology.

Many businesses make the mistake of assuming a mobile app or other digital technologies are the end-all solution to meeting customer needs in the experience economy.

The reality is that an app that is not connected to a CX strategy will fall short on meeting customer needs and business objectives.

Objectives

- Create iOS and Android mobile application for My Account services
- Gain ability to receive and analyze customer feedback

Approach

- Assess customer needs for mobile
- Create customer journey map highlighting the needs of different types of users
- Develop front-end and back-end concurrently for iOS and Android
- Replaced planned app features with others that address gaps or pain points

Business Impact

- Visibility and accessibility for customers at all times
- Customer-centric thinking
- Alignment across departments
- Increased customer feedback

Keys to Success

- Rapid development using Agile
- Knowledge of iOS and Android platforms
- Joint Fusion/client team with client product ownership

Business Opportunity

Cincinnati Bell wanted to improve overall customer satisfaction. From its viewpoint, the mhe mobile app was the solution. However, since Cincinnati Bell is new to the mobile space, the company made a business decision to partner with experts with end-to-end

knowledge of digital, technology and the customer experience. This strategic move was pivotal in helping Cincinnati Bell launch a new type of customer experience and get results.

Cincinnati Bell's Solution

The company engaged Fusion to provide digital strategy services and develop the mobile app. Cincinnati Bell worked with Fusion's team of digital strategists, architects, application developers and designers to create the Cincinnati Bell My Account mobile application for iOS and Android.

The first step was to provide digital strategy services that would inform the initial development of the app. This process included discovery and making decisions about user design and customer needs, specifically addressing the needs of millennials.

To accomplish the task of tying the mobile app to a broader vision of improved customer experience, the Fusion team started with a customer journey map. This entailed creating target personas based on data, working across the organization to conduct a gap analysis and clarifying pain points in the customer experience.

By visualizing the customer experience and performing the gap analysis, Fusion revealed which app features would be most relevant to customers, addressing pain points.

Application Development

Designing the applications concurrently using the Agile methodology was critical, as it allowed the team to continuously develop both the iOS and Android platforms. The front-end mobile developers and back-end system API developers worked cohesively to produce workable software every two weeks. Quick sprints enabled detailed

customization and changes to be made as Cincinnati Bell received feedback from testers and users. Leveraging Agile, the app was delivered efficiently and cost effectively.

Fusion also developed a measurement strategy to assess the impact of the mobile app on customer experience, and ultimately, business results.

By the project's end, Cincinnati Bell refocused its business and emerged with:

- A mobile app aligned with business strategy and tied to results
- A clearer picture of its target customer and understanding how the app will play a role in a broader customer experience
- A measurement strategy for evaluating the app's effectiveness in meeting business objectives

Relevant Takeaways

Companies can use customer insights and leverage digital technology to:

- Create additional points of engagement with a brand
- Gain a better view of customers' behaviors and preferences
- Create customized communications, such as texts, alerts and offers that target personalized needs
- Prioritize technology projects that bring the most value to customers

To successfully leverage the power of digital technology, businesses must integrate customer-driven technology with strategy and perform a gap analysis. Those critical steps will help measure and drive business results.



About Cincinnati Bell

Cincinnati Bell provides integrated communication solutions, including local and long distance voice, data, high-speed internet and video entertainment services. The company serves residential and business customers in Ohio, Kentucky and Indiana.



About Fusion Alliance

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

For more information

Shelly Lytle
Business Development Manager
slytle@fusionalliance.com

