God stil med en

LILLA DEAL

"When your entire business is purely digital, this is how you master competition, safeguard your brand and harness the power of a rock-solid tech stack"

OiSTER + AKQA

Opticon, November 29th, 2023

Who is ⎯⎯ in the room today?

Jesper Gunris Schneider
Head of Digital at OiSTER

linkedin.com/in/jesperschneider/

Mads Fuhr Frederiksen
General Manager at AKQA

linkedin.com/in/madsfuhr/

OiSTER
Full-time sea creature

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AKQA

We exist to create a better future with our clients
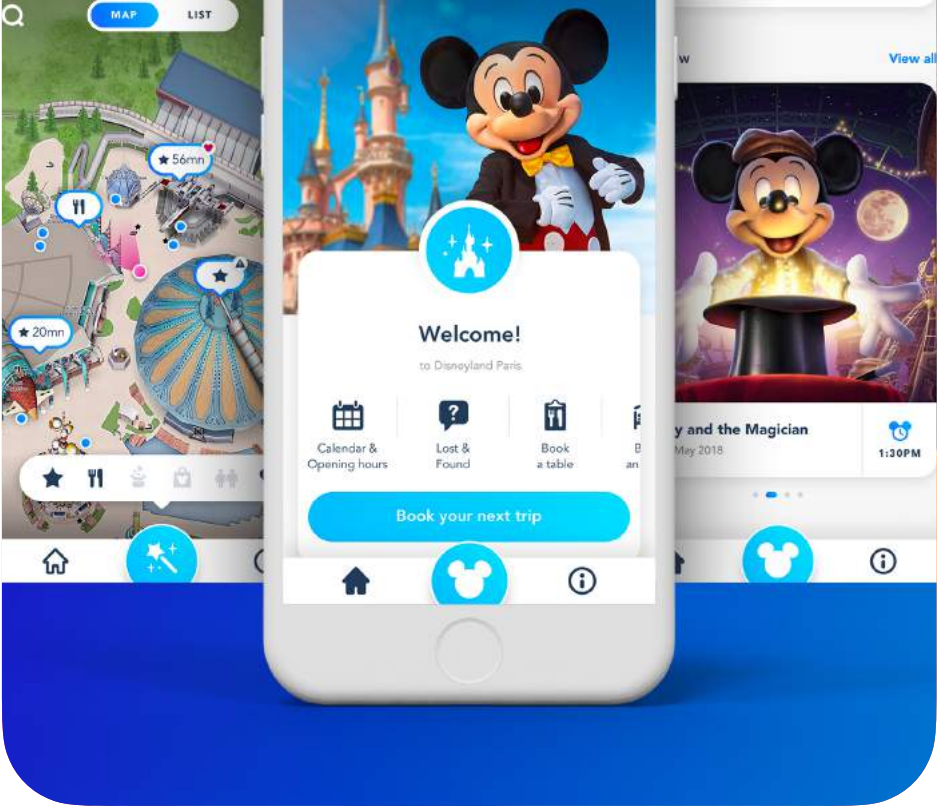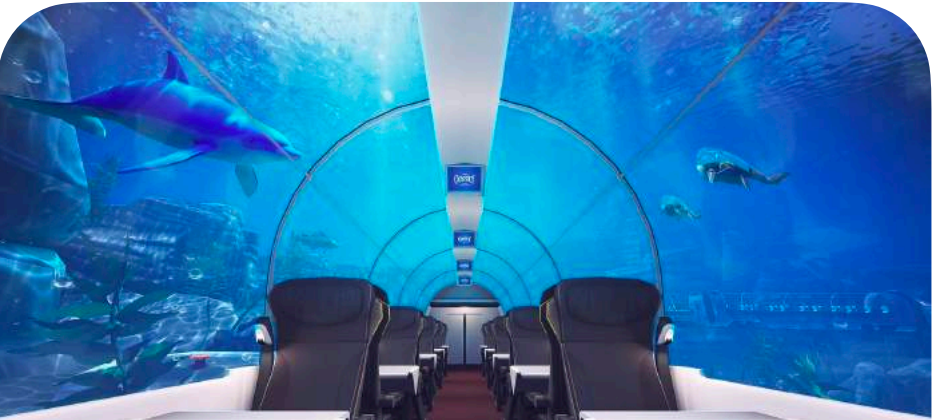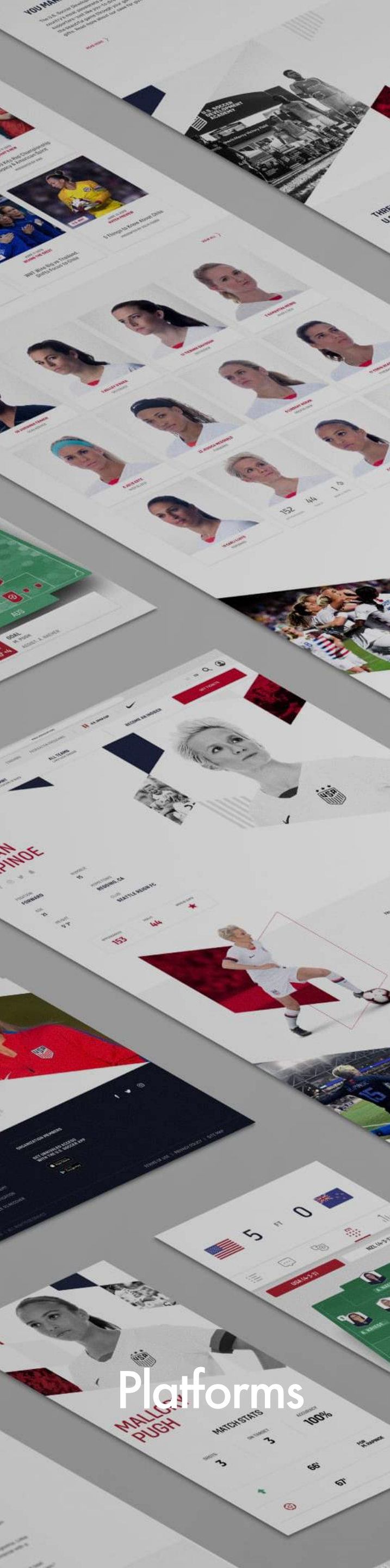
Platforms Design Commerce Storytelling Mobile Branding AI
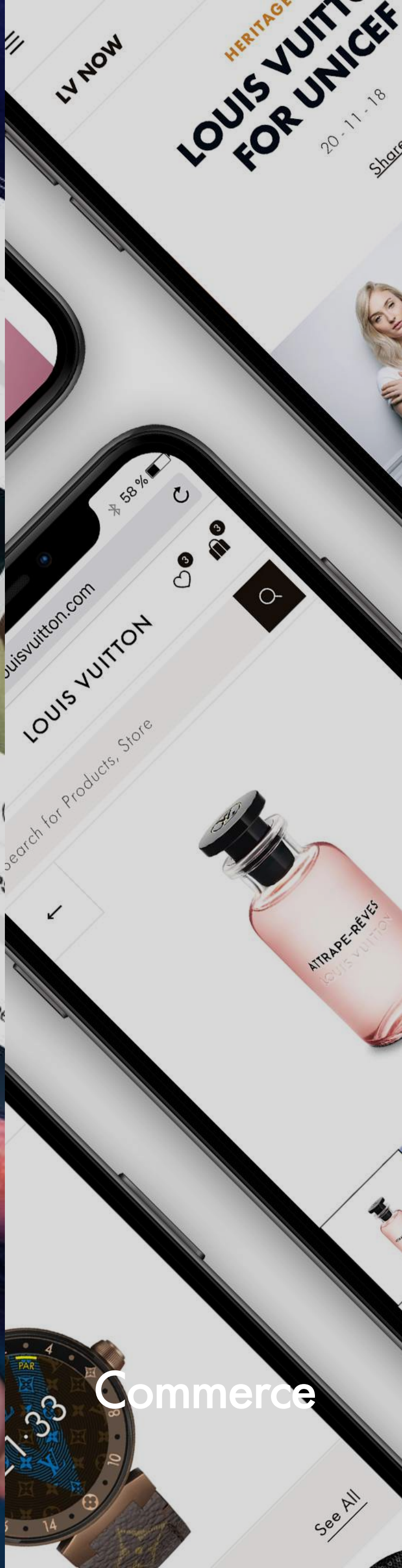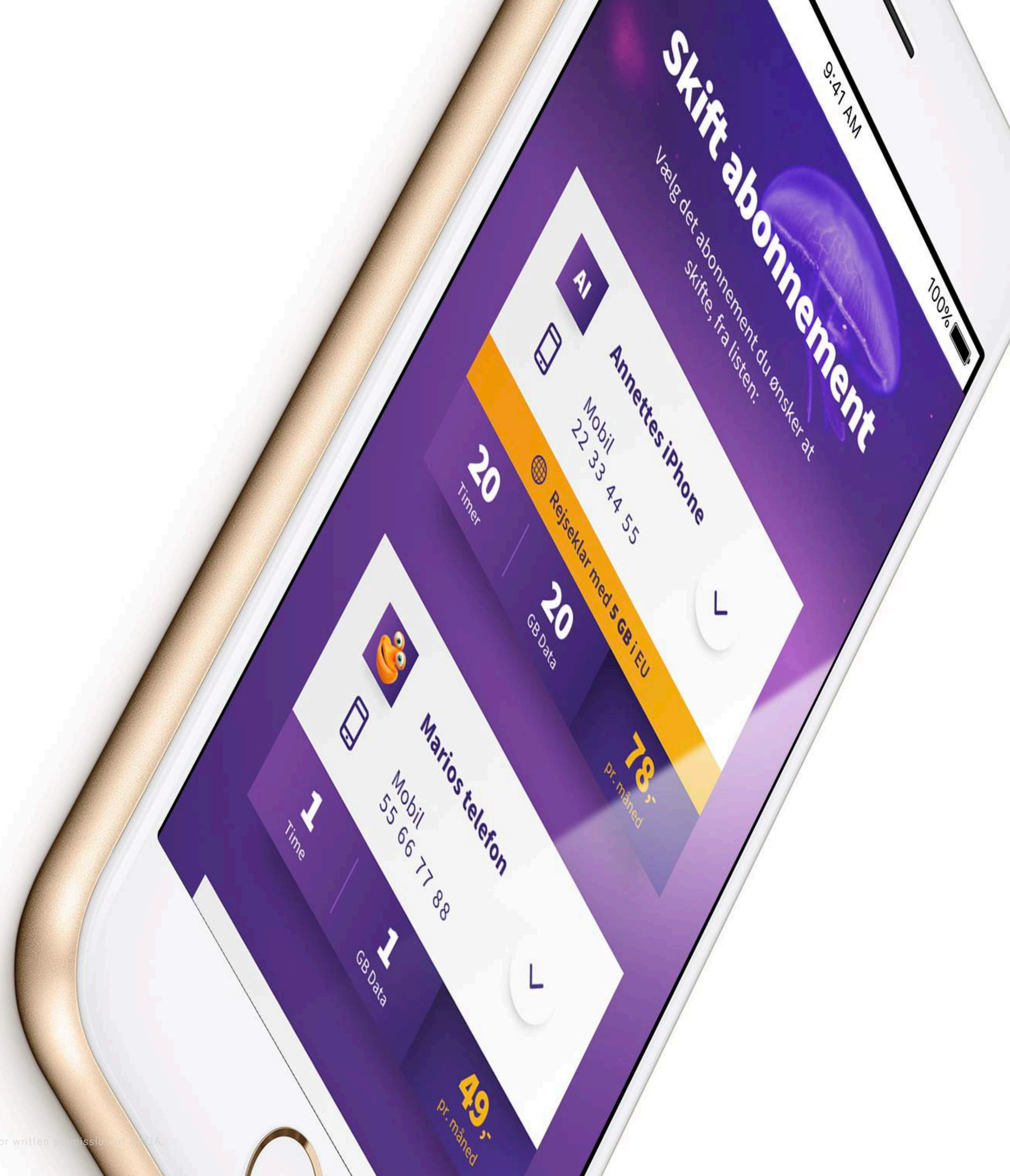
Some context

Mental reframing

Eco-system brands

Beating the Market

In conclusion

AKQA + OISTER

WWW.OISTER.DK
IN A NUTSHELL

100% ONLINE-ONLY
BUSINESS

ONE OF DENMARKS MOST SUCCESSFUL
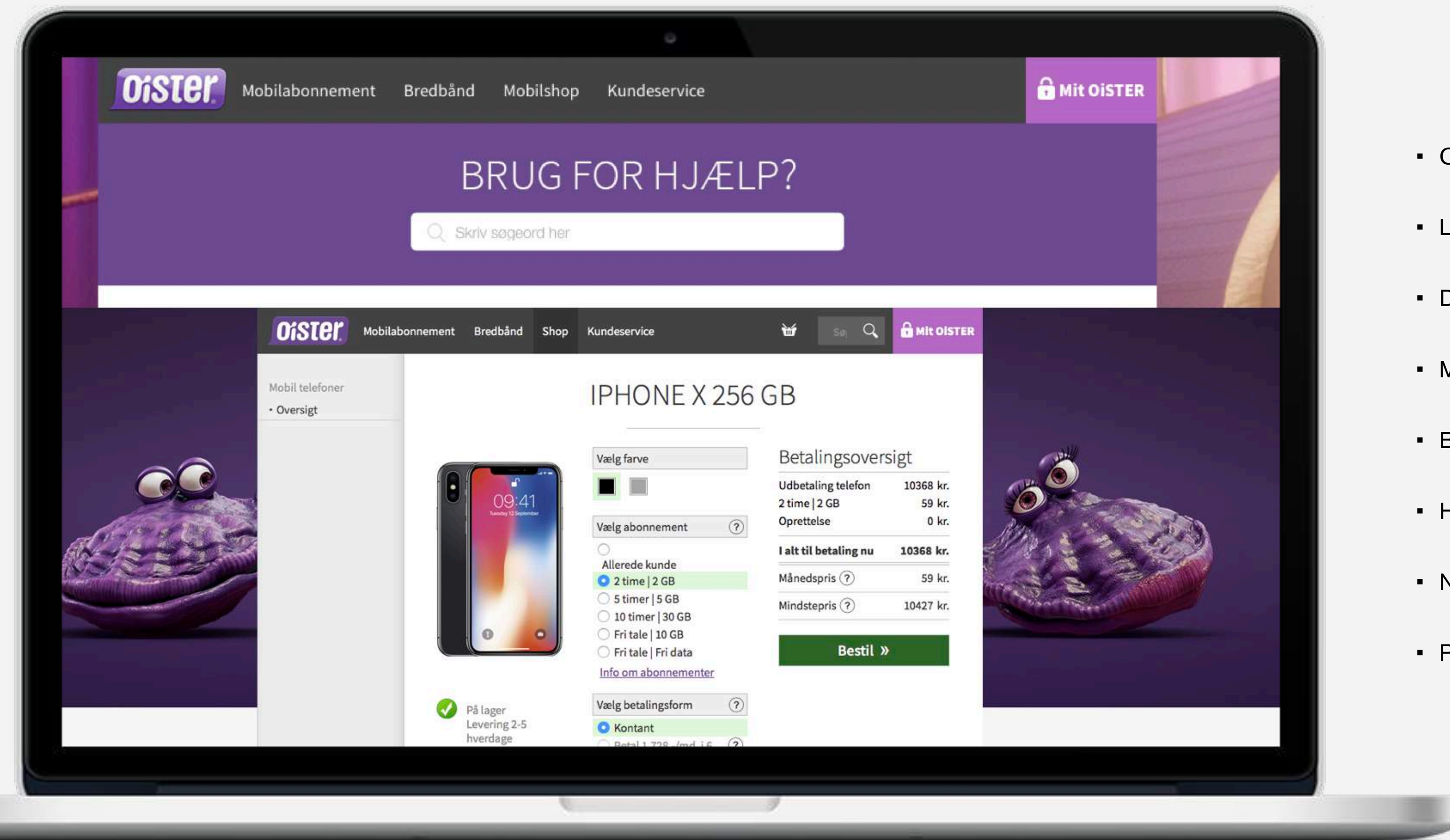LOW-COST TELCO CARRIERS

15 YEARS IN
THE MAKING

OPTIMIZELY
CMS

OPTIMIZELY
COMMERCE

OPTIMIZELY
FIND

2018…

- CUSTOM BUILD SOLUTION

- LIMITED SUPPORT AND DOCUMENTATION

- DEPRECATED TECHNOLOGY STACK

- MULTIPLE UNSUPPORTED 3RD PARTY ADD-ONS

- BUILD USING TONS OF GRAPHICS AND IMAGES

- HEAVY SITE = ENDLESS LOAD TIMES

- NON-RESPONSIVE, VAGUE DESIGN

- POOR EDITOR EXPERIENCE = POOR CX
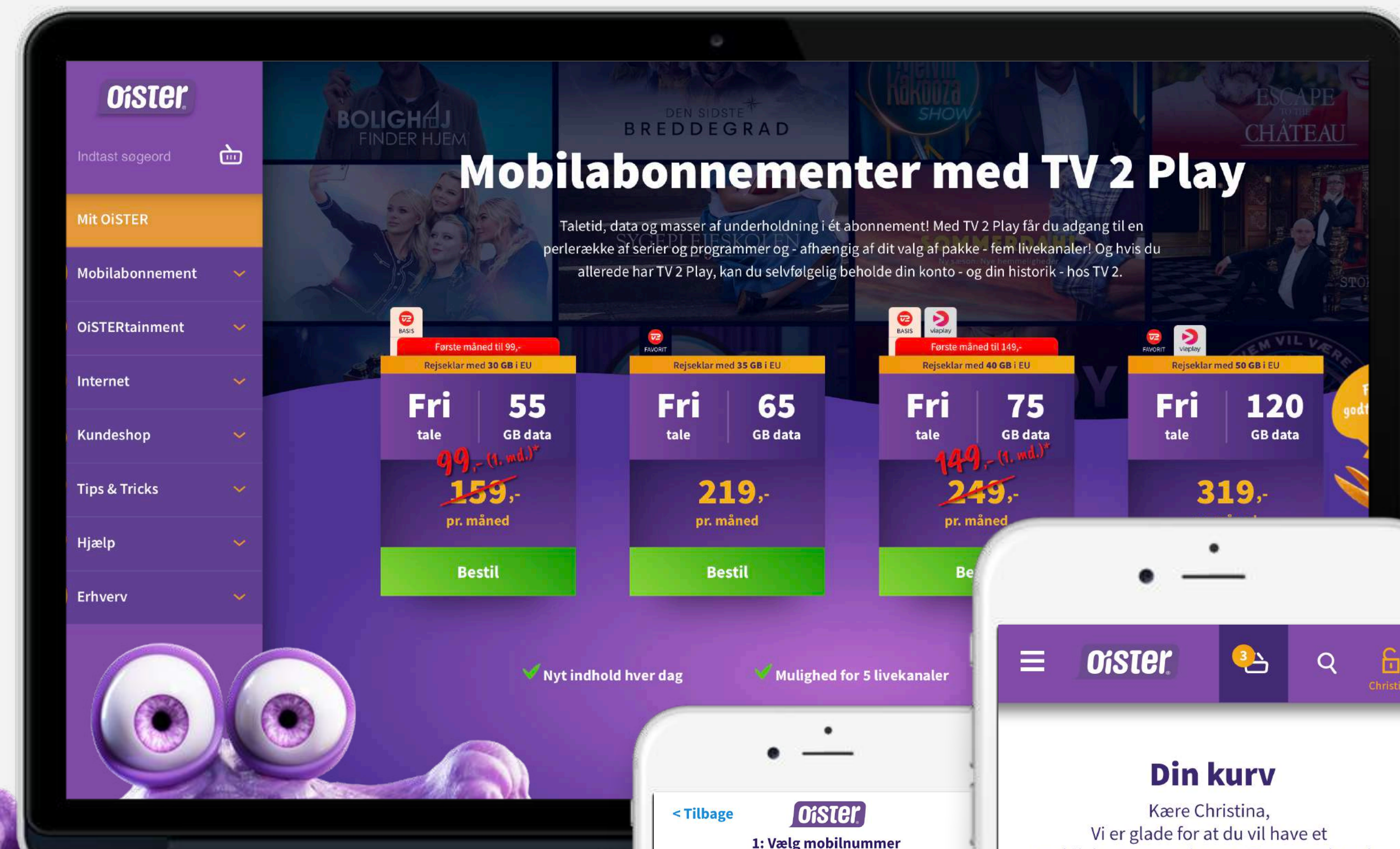
AKQA + OISTER

THE WORLD'S EASIEST

TELCO · Oister

TECH STACKS
SELF-SERVICE
TRANSACTIONS
COLLABORATION
COMMUNICATION
USER INTERFACES
USER EXPERIENCE
CHECK-OUT FLOWS
CUSTOMER SERVICE

2023…

- POWERED BY A ROBUST <u>OPTIMIZELY CMS</u> TO DELIVER FAST AND FLEXIBLE CONTENT

- <u>OPTIMIZELY COMMERCE</u> AT THE CORE

- PERSONALISATION AND DYNAMIC CONTENT THROUGH <u>OPTIMIZELY VISITOR-GROUPS</u>

- CROSS DOMAIN SEARCH AND FILTERING FUNCTIONALITY HANDLED BY <u>OPTIMIZELY FIND</u>
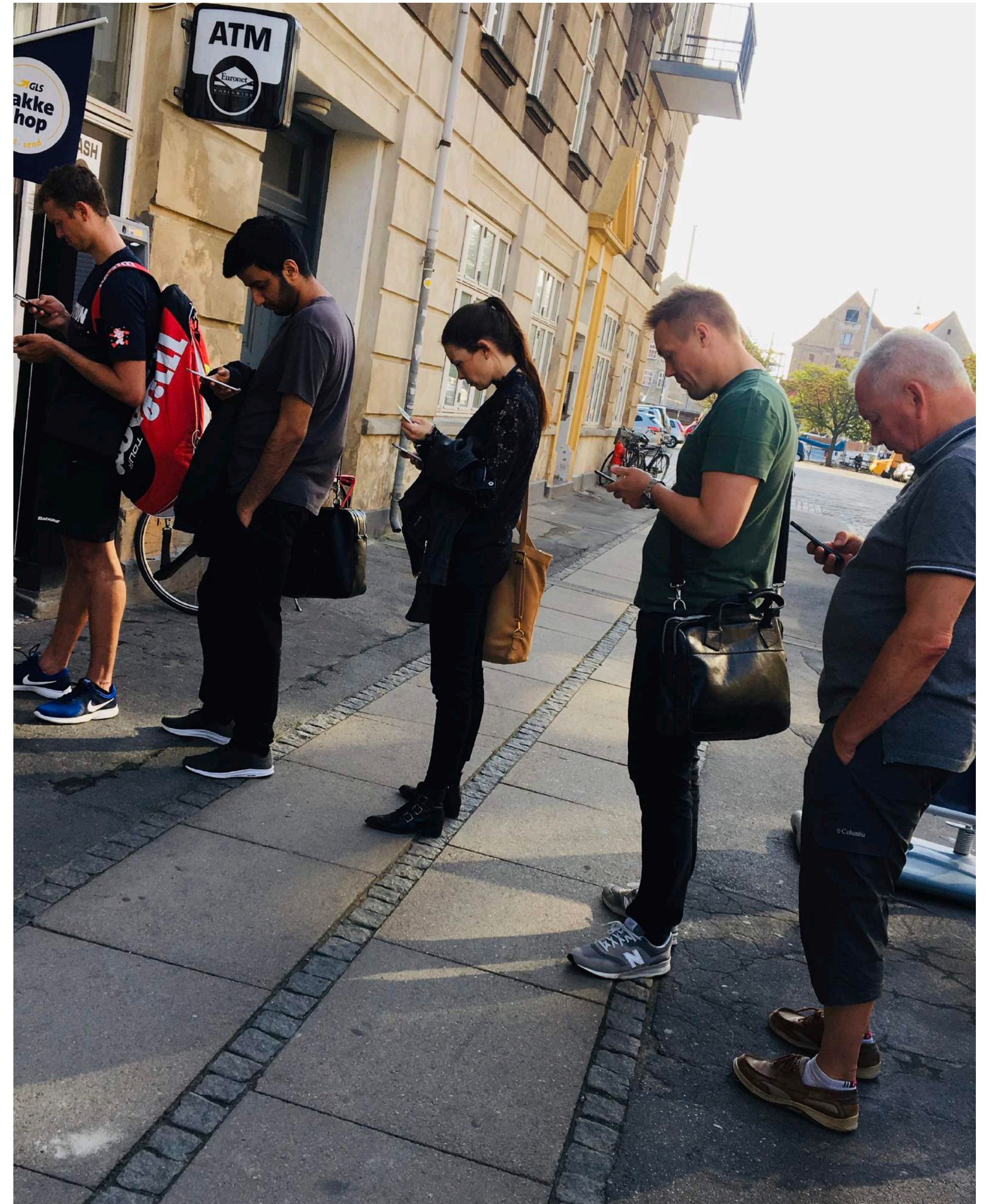
- AND MUCH MUCH MORE…

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AKQA + OISTER

What's the difference?

Brand
Centric

Customer
Centric

Customers are actually just humans… with a credit card

Customers are actually just humans… with a credit card

THE AMOUNT OF TIME WE HAVE/NEED

THE NEED WE CURRENTLY HAVE

OUR LOCATION
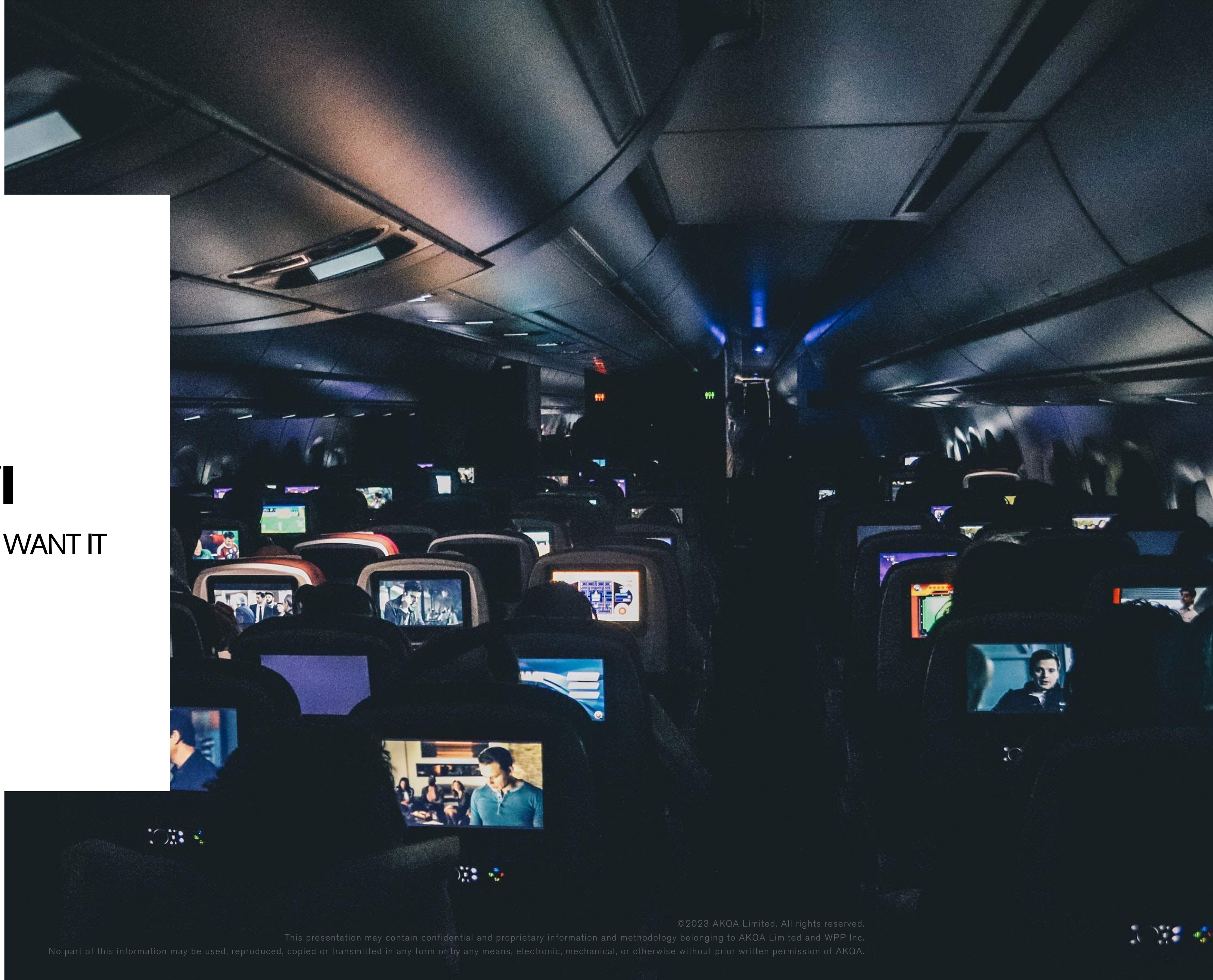
OUR STATE OF MIND

Google, The New Multi-screen World

A K Q A + O I S T E R

IWWIWWIWI

I WANT WHAT I WANT WHEN I WANT IT

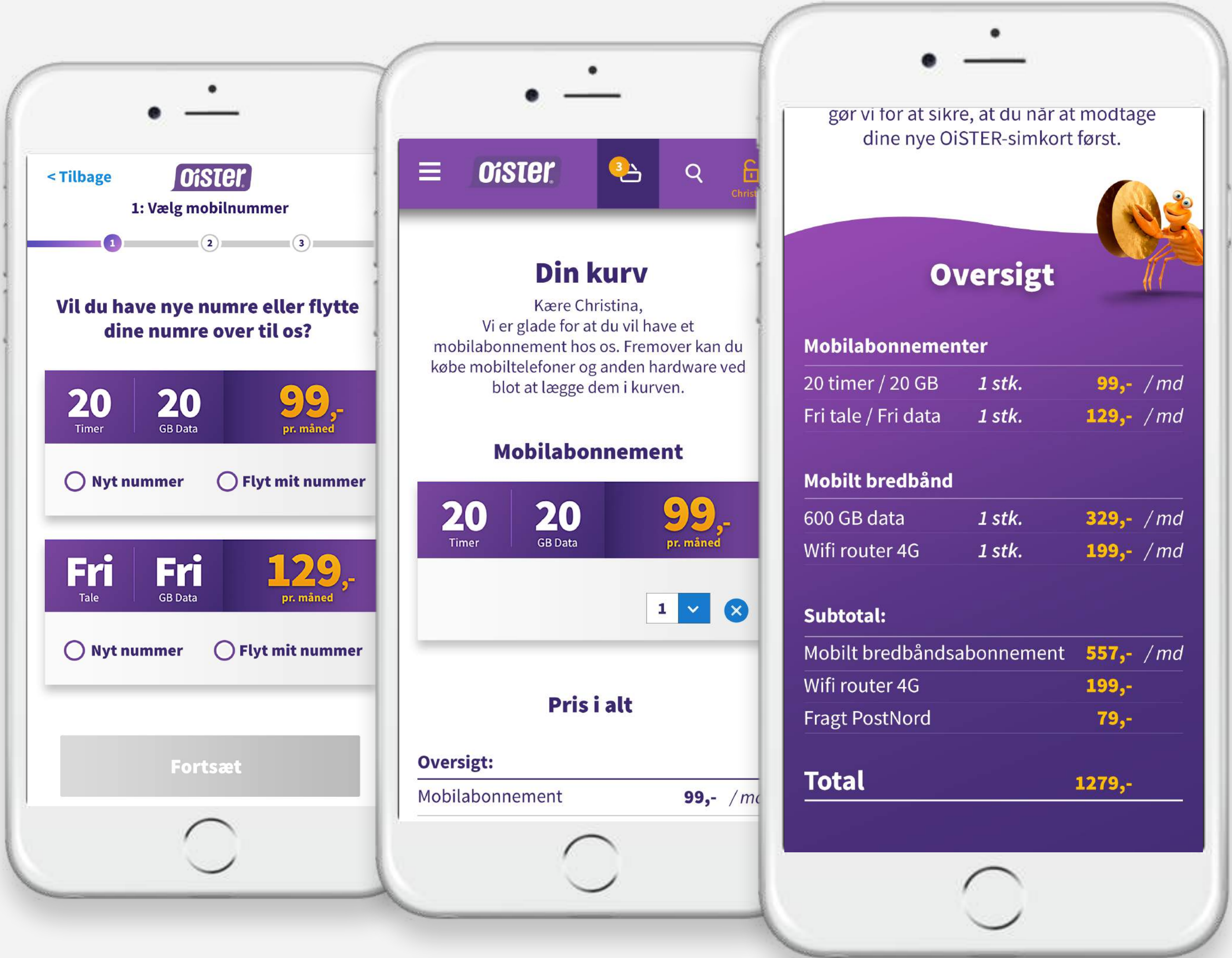# Humans have an attention span of 8 seconds. They say Goldfish have about 9…

AKQA + OISTER

HUMAN 1 - 0 DESIGN

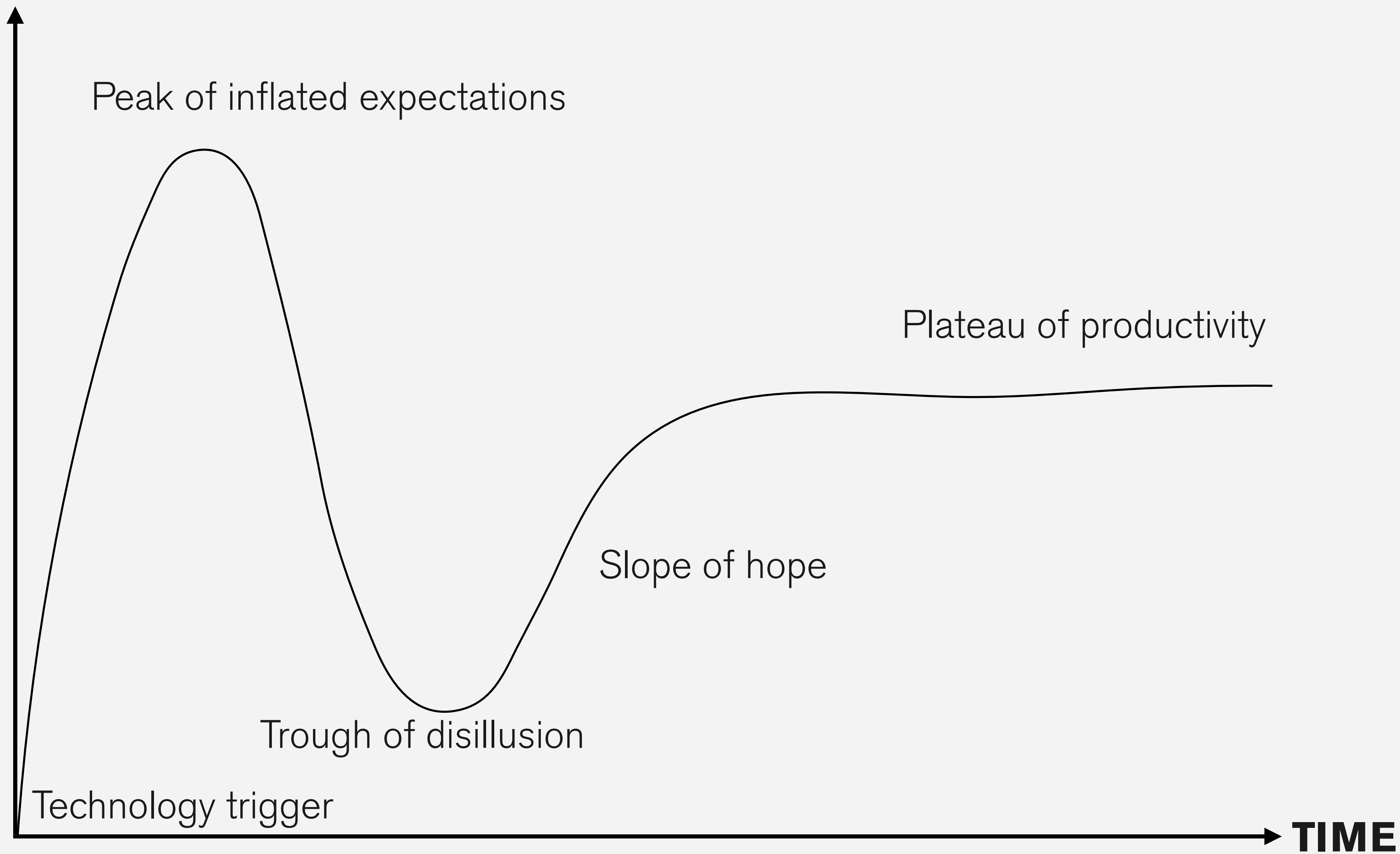# HUMAN 1 - 0 DESIGN

A natural progression

POPULAR BELIEVE NO. 3

Technology is Exponential.
Humans are not.

VISIBILITY

Peak of inflated expectations

Plateau of productivity

Slope of hope

Trough of disillusion

Technology trigger

TIME

Generative AI is making everyone an "expert"

A teddy bear painting a portrait

Robot dancing in Times Square

An artists brush painting on a canvas close up

Drone flying through tropical jungle covered in snow

CX: Customer ~~Experiment~~ Experience

"Customer Experience (CX) is the sum of all interactions, emotions, memories and experiences, that a customer will have with a company, over the duration of their entire relationship - across online and offline"

— AKQA

We're already using AI in our work

ANALYSE HIGH VOLUMES OF
UNSTRUCTURED DATA

SHORTCUT CREATIVE
CONTENT GENERATION

IMPROVE SEO AND
META DESCRIPTIONS

CODE VALIDATION, QUALITY
AND OPTIMISATION

RECRUITMENT AND JOB
DESCRIPTIONS

Do you solve problems by adding or subtracting things?

80%

Companies who believe they deliver a superior customer experience

8%

Customers who agree to this statement

3 reasons most companies can't cross the chasm

1

THEY INCENTIVISE ONLY FOR SALES, NOT EXPERIENCES

SHARED VISION

2

THEY WORK IN SILOS, NOT AGILE MULTI-FUNCTIONAL TEAMS

BORDER-LESS COLLABORATION

3

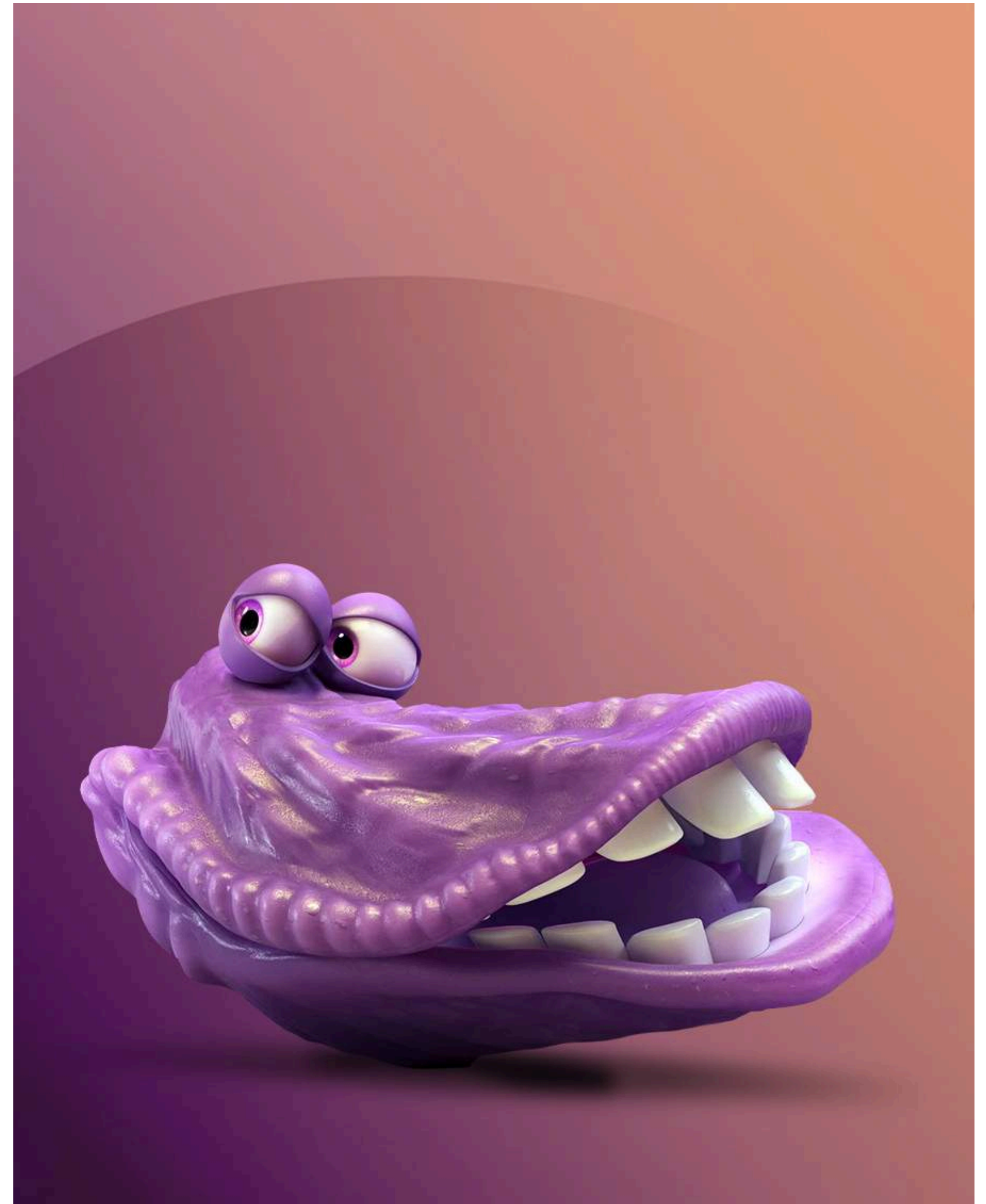THEY START MORE PROJECTS THAN THEY FINISH

SIMPLIFIED OFFERING

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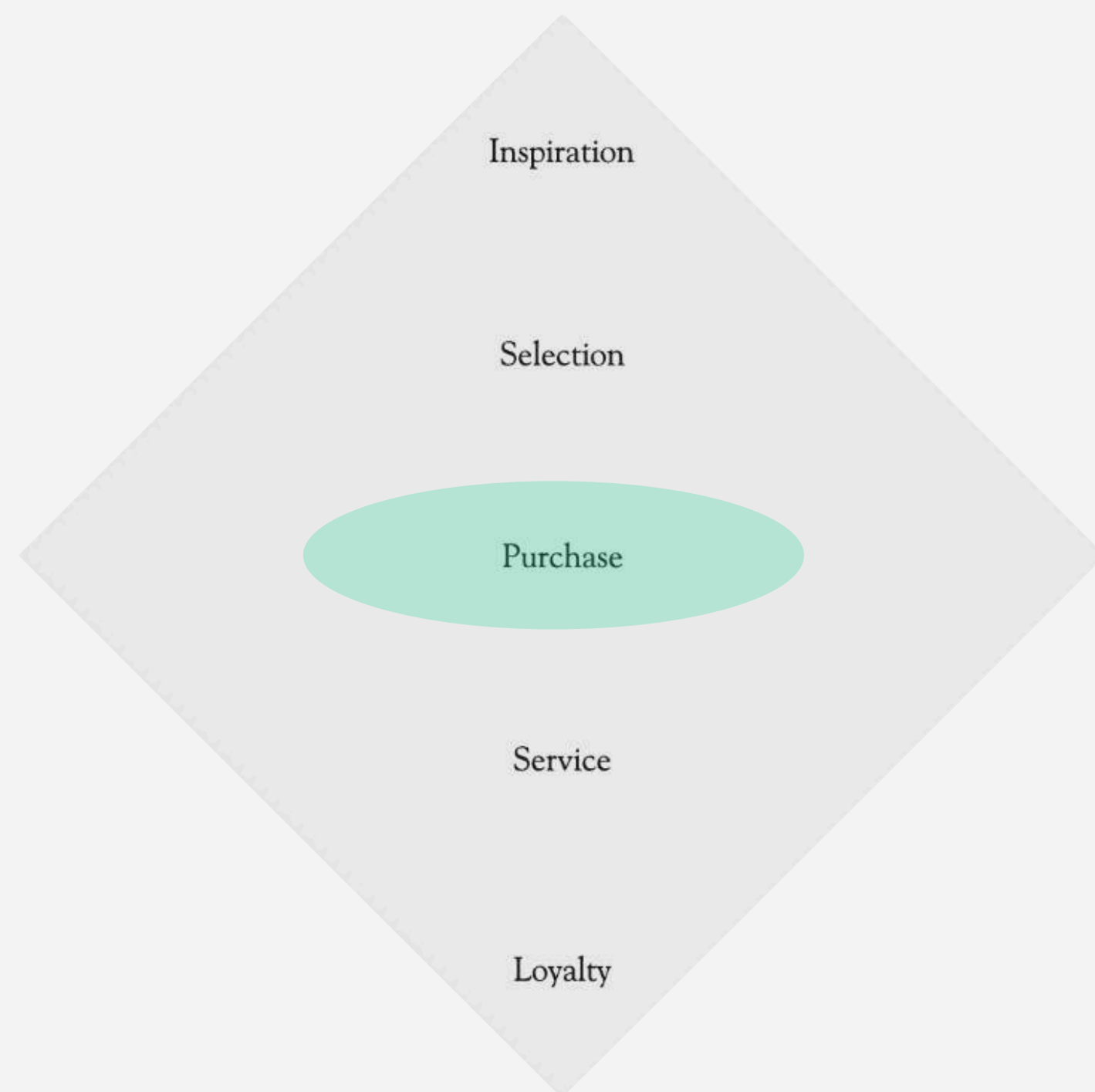In conclusion

Once upon a time…
(not so long ago actually)

AKQA + OISTER
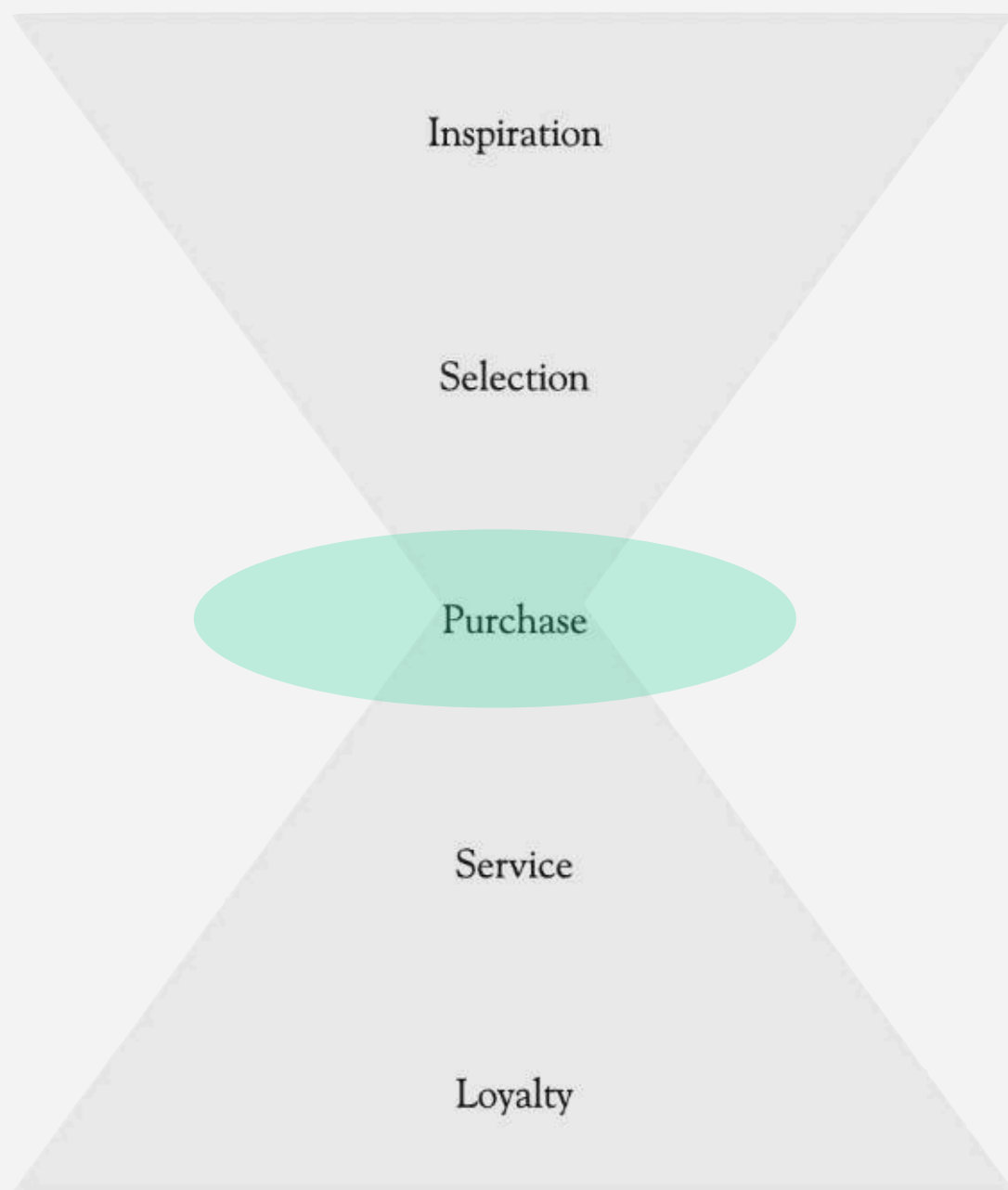
Things have changed since then… 🤷‍♂️

A K Q A + O I S T E R

It's no longer just one touchpoint.
It's an eco-system of experiences.

Inspiration

Selection

Purchase

Service

Loyalty

Inspiration

Selection

Purchase

Service

Loyalty

BACK THEN

TODAY

A K Q A + O I S T E R

Eco-system brands offer consumers more than just a product

You don't just
buy an iPhone!

Customer
Service

My OiSTER

Streaming

5G

OiSTER

eSIM

Travel

OiSTER+

Family Bundles

PROTAGONIST

WHAT WE FIGHT FOR

ANTAGONIST

WHAT WE FIGHT AGAINST

Protagonist

Easiness

OISTER®

Antagonist

Inflexibility
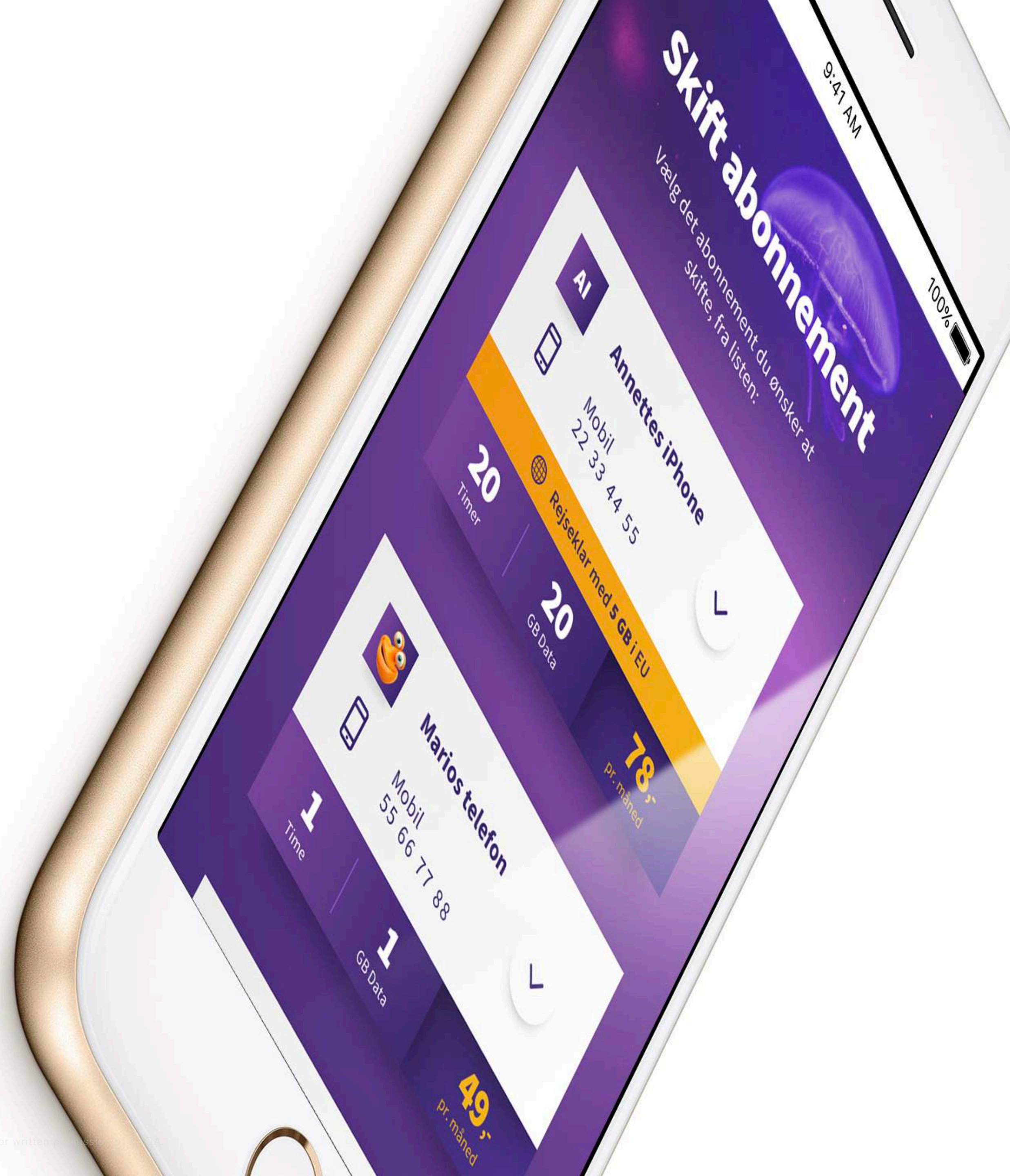
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Digital Transformation in Telco

RATES OF SUCCESS

Only 22% of telcos successfully executed a digital transformation, significantly below the cross-industry average

CASES BELOW SUCCESS SCORE (%)

Telco sector average: **7.1**

2021 cross-industry average: **7.4**

- ● Telco data points
- — Telco
- — Cross industry
- ● Woe zone (success score <6)
- ● Worry zone (success score ≥6–<8)
- ● Win zone (success score ≥8)

SUCCESS SCORE[1]

A K Q A + O I S T E R

The Big Four

In total…

TDC's Netværk

- eesy
- Telmore
- YouSee
- DanskNet
- Fastnet.nu
- Relatel
- HALLO
- Nettalk
- Stofa mobil
- TDC
- Unotel
- Velkommen.dk
- Viptel

Telenor's Netværk

- Telenor
- CBB
- Lebara
- dukaTALE
- OK mobil
- 2talk Telecom
- 5tel
- Evercall
- Greenspeak
- Maxtel
- Telavox

Telia's Netværk

- Greentel
- Alka Mobil
- Call Me
- Altibox
- AN-TV Mobil
- Glenten Mobil
- Lycamobile
- Minitel
- Mit Tele
- Telia
- Waoo Mobil

3's Netværk

- OiSTER
- Flexii
- 3 Mobil

Population in Denmark: 5.9 mio. people (2023)

SUBSCRIPTIONS
(1,000)

MOBILE SUBSCRIPTIONS
(ONLY DATA)

MOBILE ADDITIONAL
SUBSCRIPTIONS

STANDARD SUBSCRIPTIONS
USING DATA

MOBILE SUBSCRIPTIONS
(VOICE ONLY)

CURRENT POPULATION

	2. H. 2017		2. H. 2018		2. H. 2019		2. H. 2020		2. H. 2021		2. H. 2022
Mobile (only data)	1.208	1.210	1.183	1.158	1.135	1.159	1.163	1.165	1.182	1.241	1.244
Additional	211	112	116	84	62	34	15	14	18	19	20
Standard	6.041	6.516	6.831	6.817	6.774	6.757	6.850	6.977	7.100	7.111	7.129
Voice only	888	556	270	285	362	355	285	278	246	314	327

AKQA + OISTER

Traditional vs. 100% Digital

MULTICHANNEL
SETUP
→ NO BRICK
AND MORTAR

INFLEXIBLE
TECHNOLOGY
→ FLEXIBLE
TECH STACK

SLOW TIME TO
MARKET
→ FASTER TIME
TO MARKET

HIGH COST → LOWER COST

A
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Five Steps to a Personalized Website

1

2

3

4

5

Define Your Objectives and
Target Audience

Collect and
Analyze Data

Develop Personalization
Elements

Start Small and
Think Big

Monitor, Analyze, and
Optimize

(increase sales, reduce
churn, increase loyalty)

(user preferences, pain points,
and browsing patterns)

(content tailored to
different user segments)

(simple segmentation
gets you going)

(adjust content, change
targeted segments)

AKQA + OISTER

How we play today…

SEGMENTATION

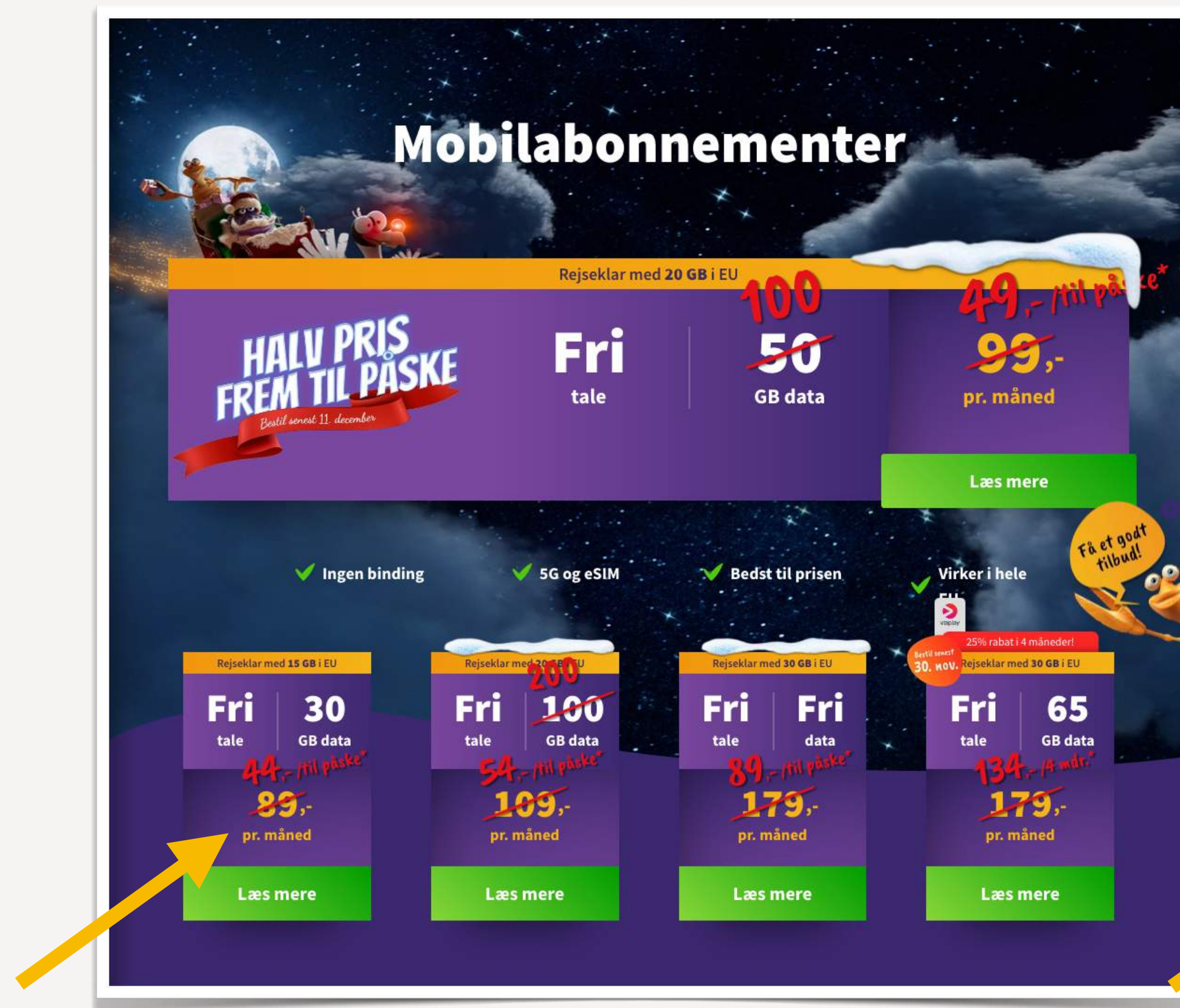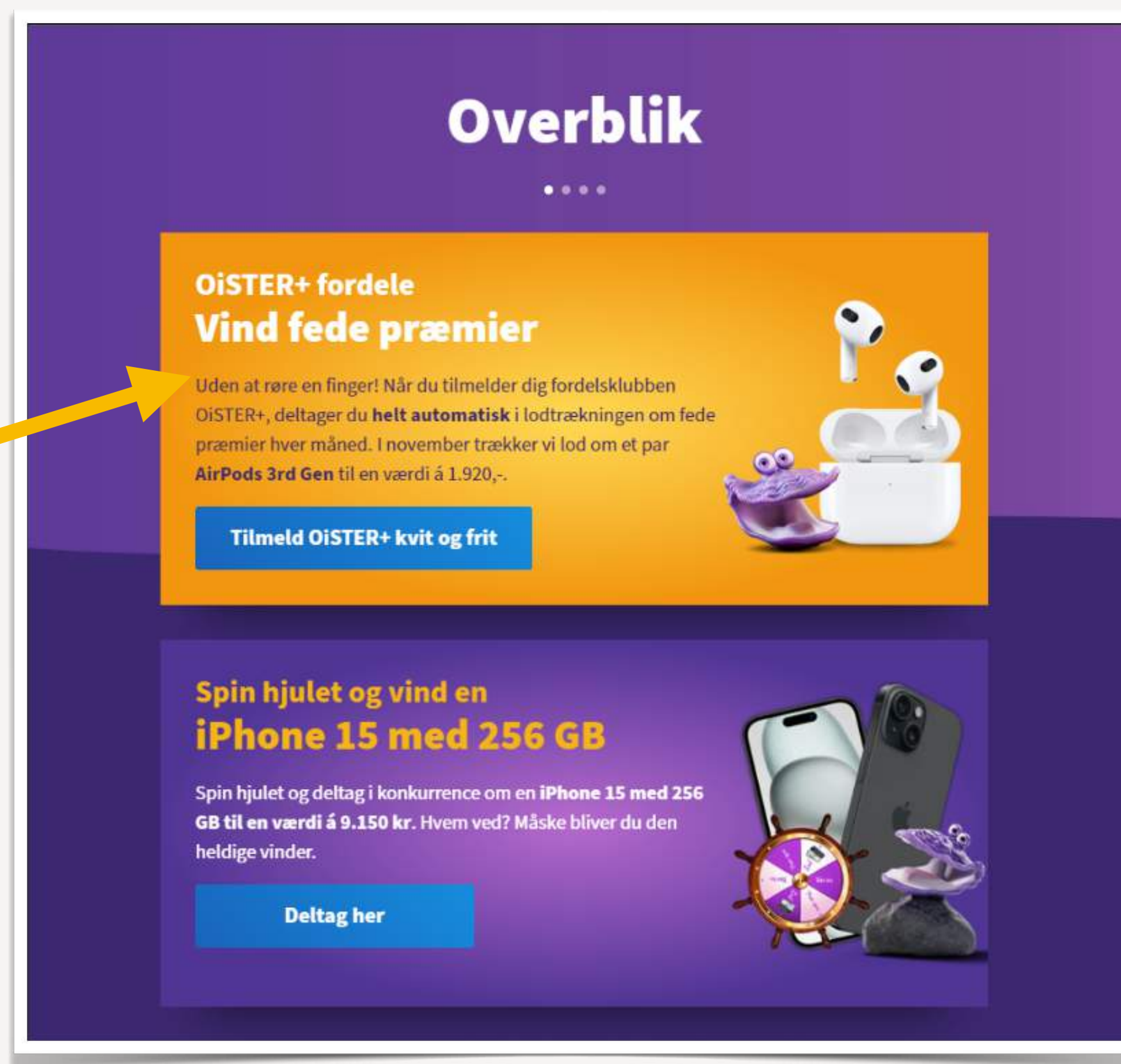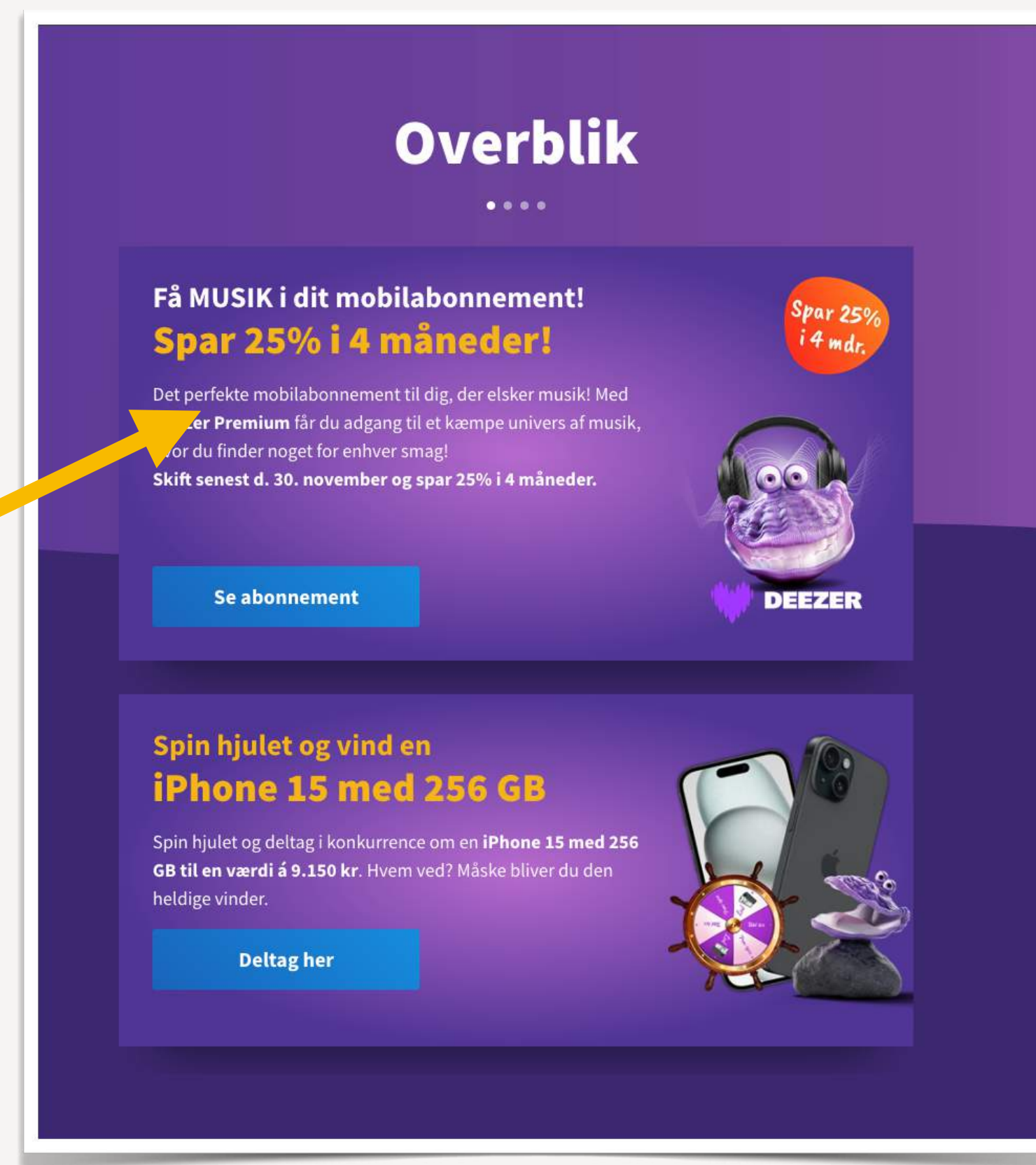|		
Device	Desktop	Mobile
Customer	Customer	Prospect
Marketing	Consent	Non-consent
Product	Wifi	Non-wifi

Category page
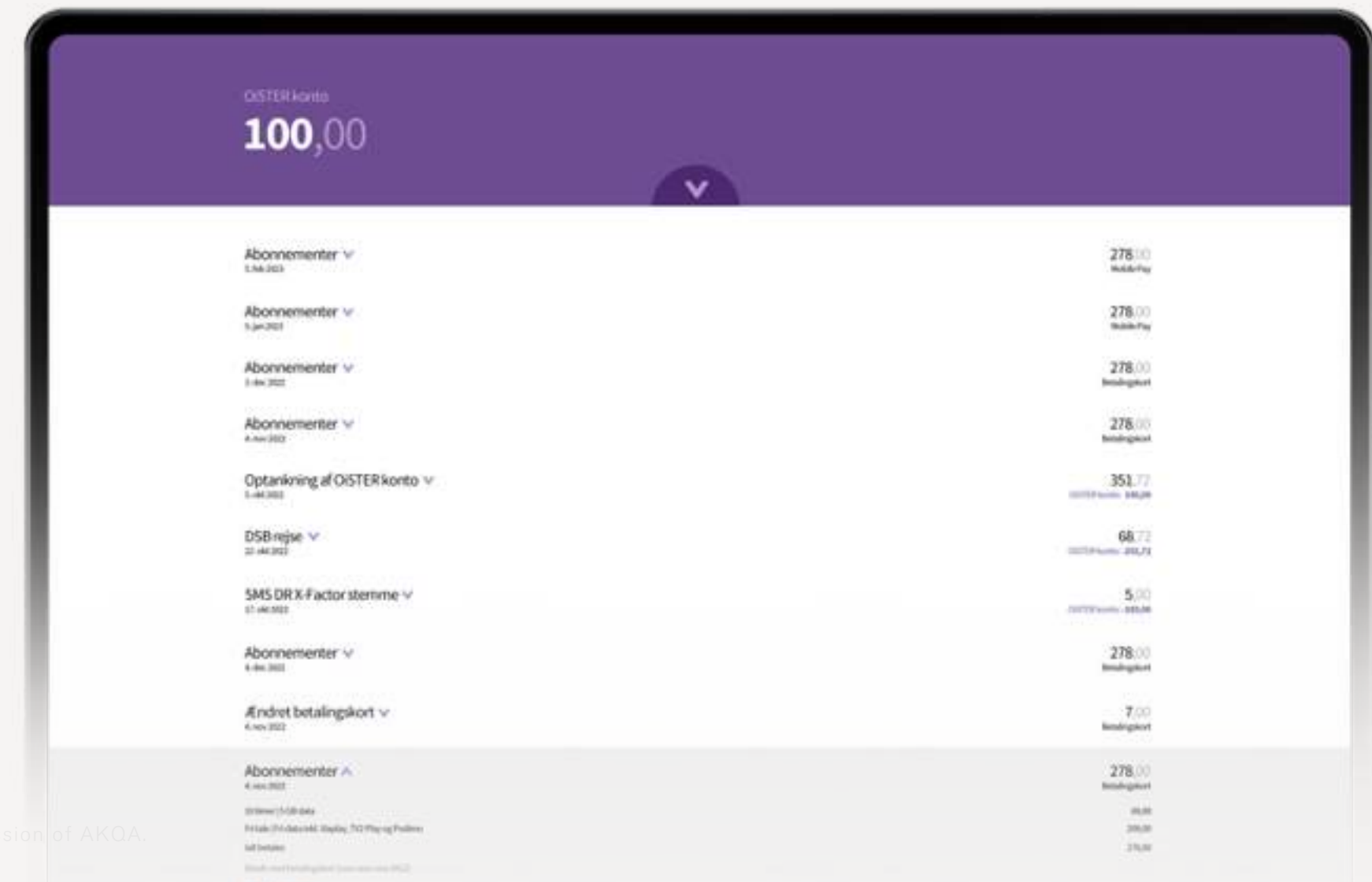
Prospects

Customers

MyOiSTER self-service

Non-consent
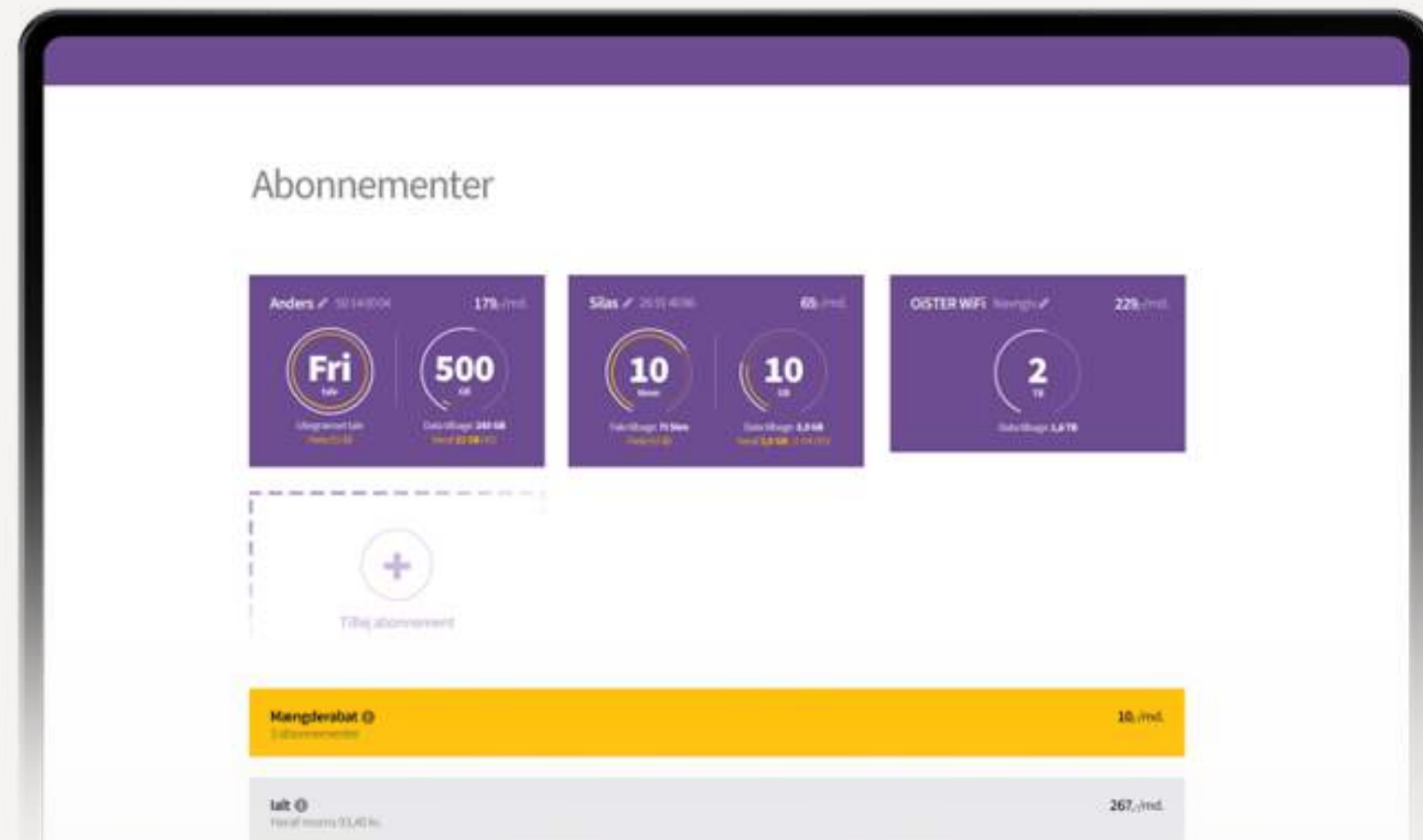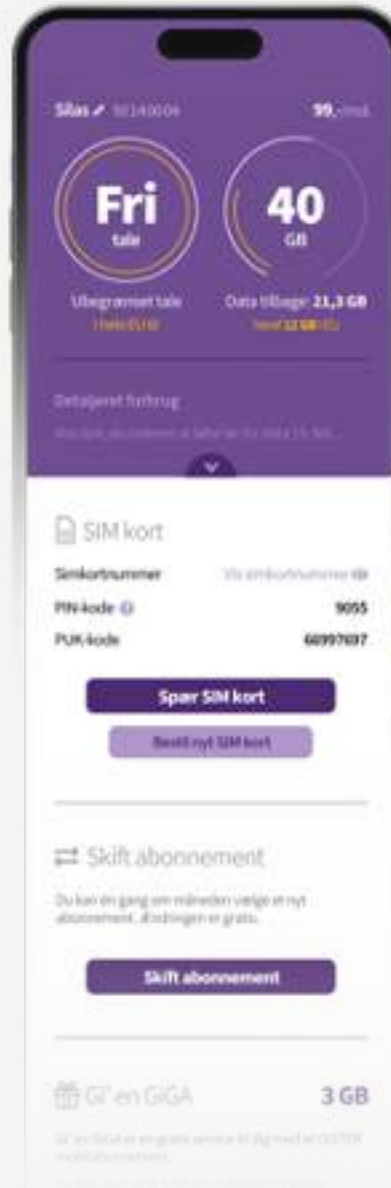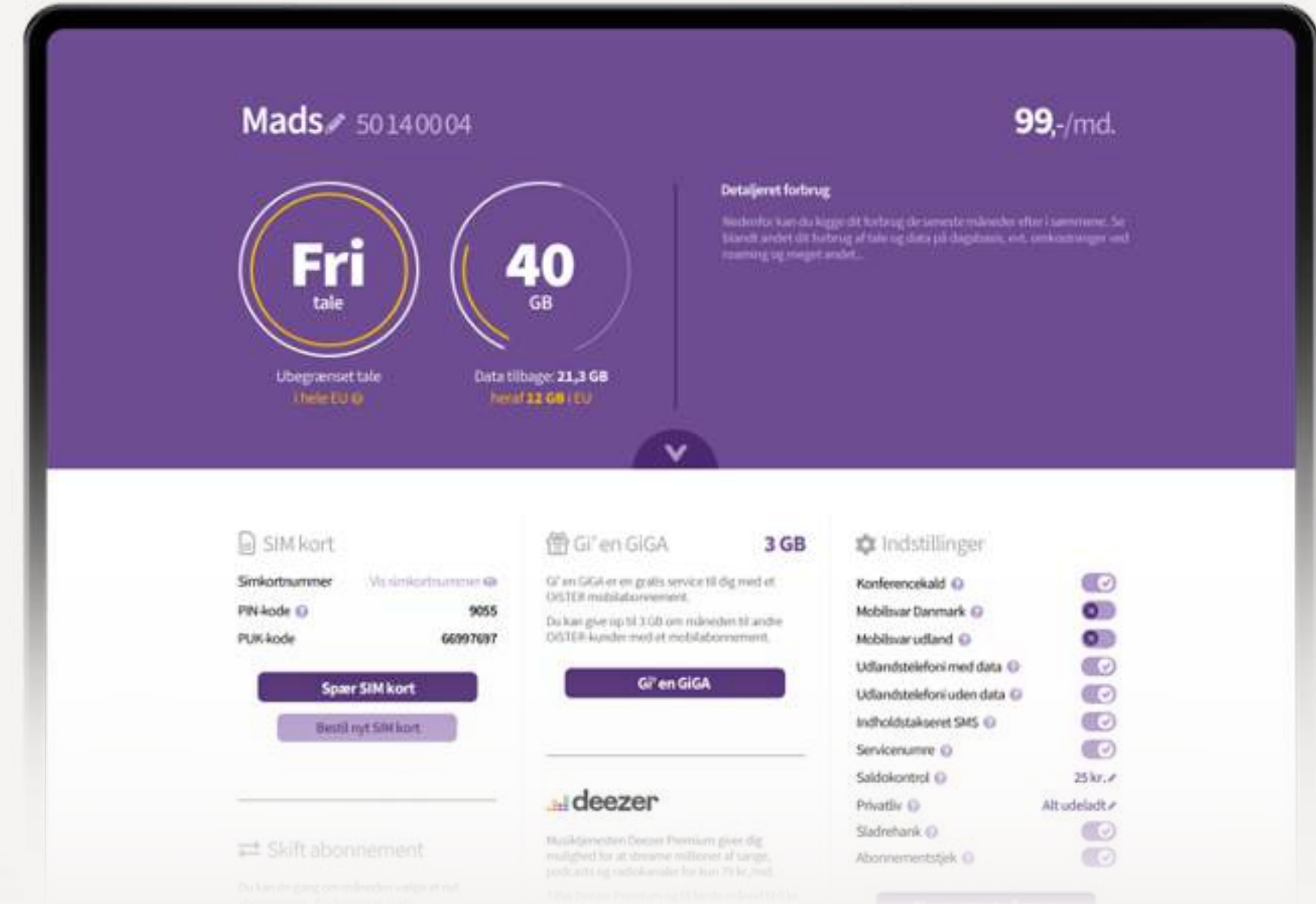
Has consent

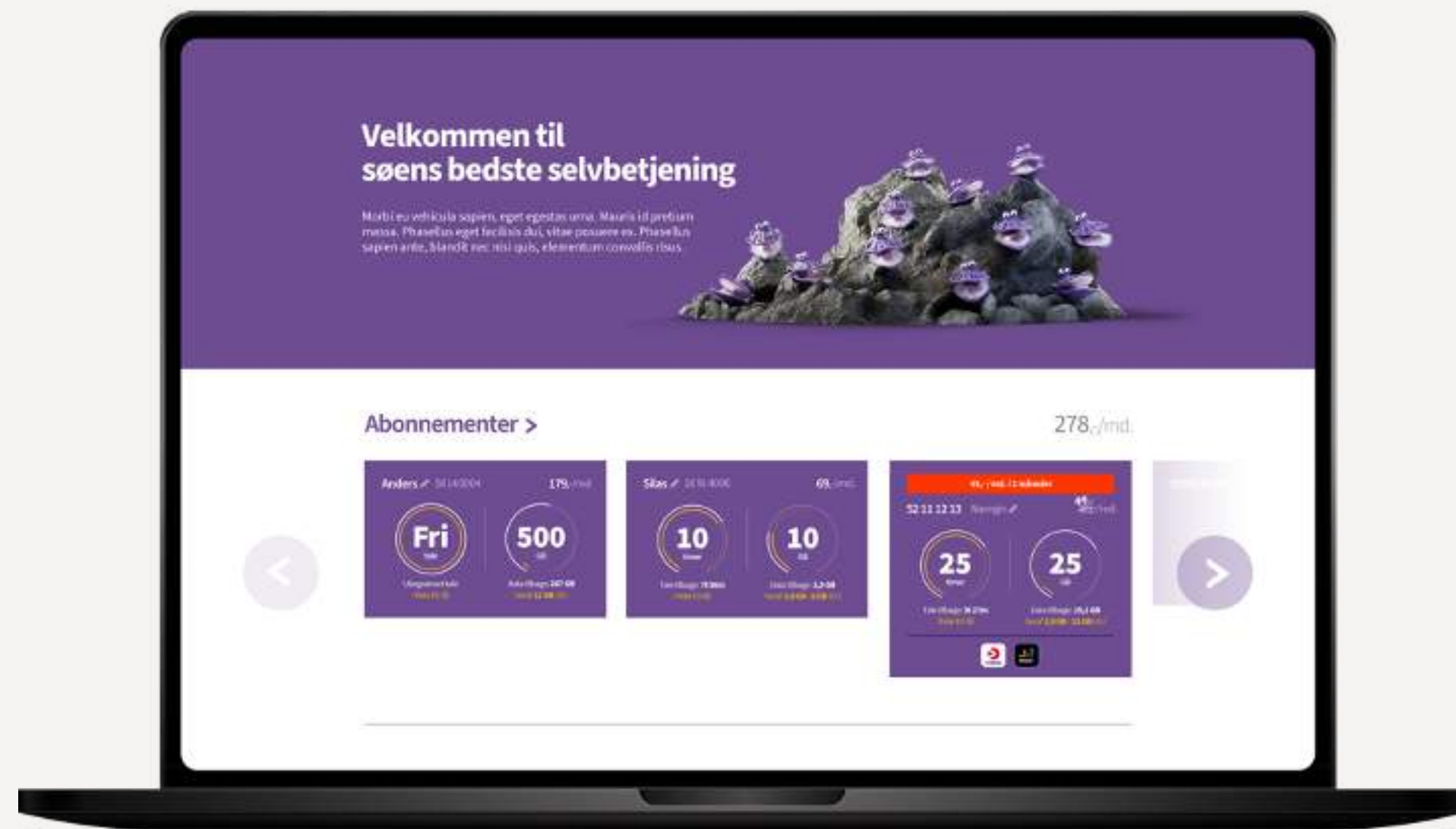# Multiple data streams and dependencies

Where we want to go..

PERSONALIZATION

What phone does the user has? ⟶ Can we sell a newer iPhone?

What network is the user on? ⟶ Are they on a competing network?

Looking at a high or low price? ⟶ Personalise and target offer?

Which channel is the user coming from? ⟶ Direct vs. Paid ads?

What message has tricked the user? ⟶ Voice, Wi-Fi?

Expanding the Tech Stack

WEBSITE	DESIGN	MARKETING & CRM	CUSTOMER SERVICE
GUIDED SELLING	ADOBE FIREFLY	AI IN GOOGLE ADS	AI ASSISTANT (BOOST.AI)
AI SEARCH (RAFFLE)	UPSCAYL	AI IN META ADS	TRANSCRIPTION
AI CHAT (BOOST.AI)	NEURONS	CHATGPT FOR TEXT	AI VOICE FOR IVR
		SALESFORCE GENIE	
		CHURN PREDICTION	

The race cars

Your competitors website

Your website
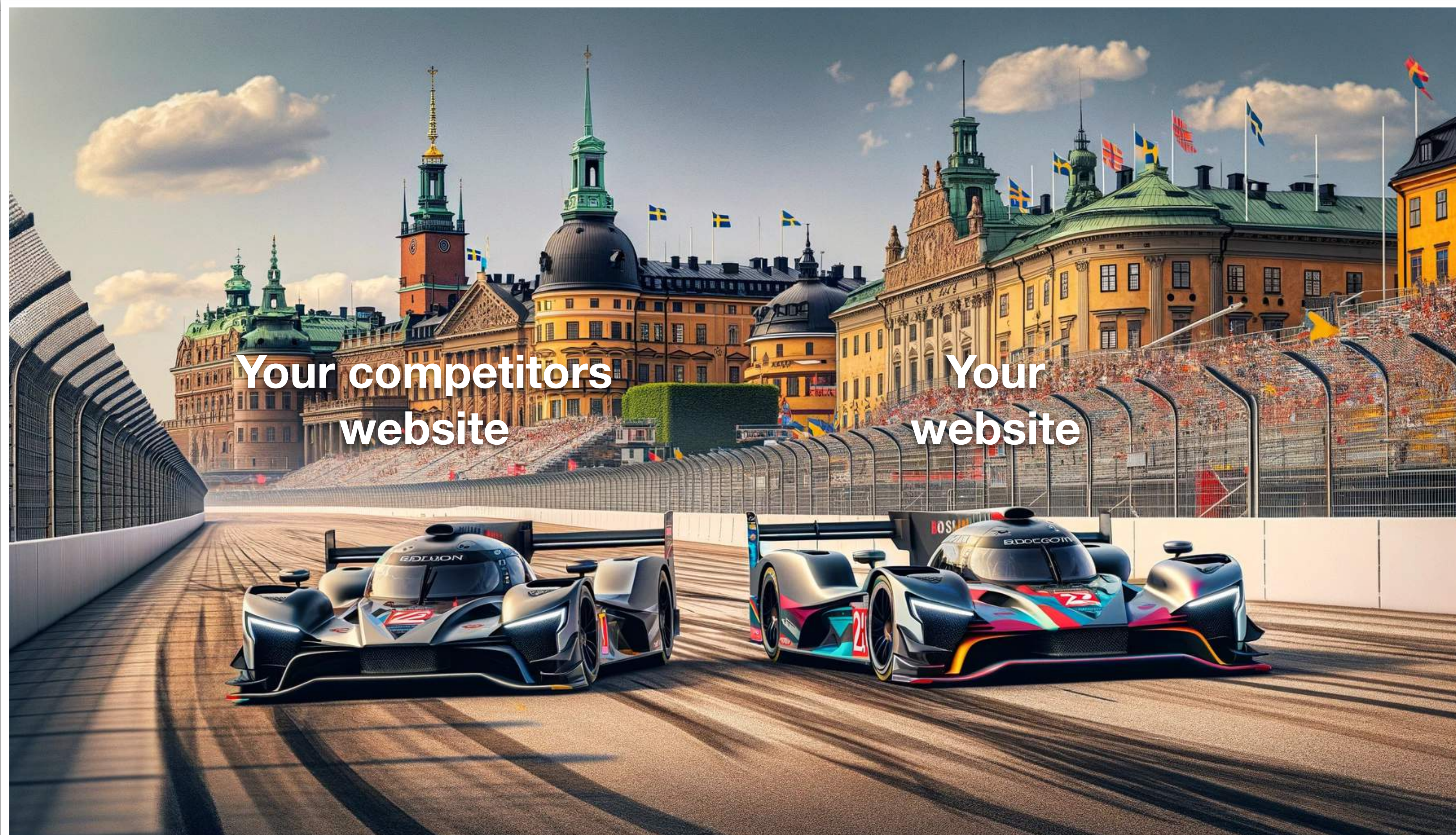
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Does it pay off?

PERFORMANCE

Q FAKTOR

oister

callme

TELMORE

CBB MOBIL

eesy

alkamobil

Lebara

INNOVATION

✔
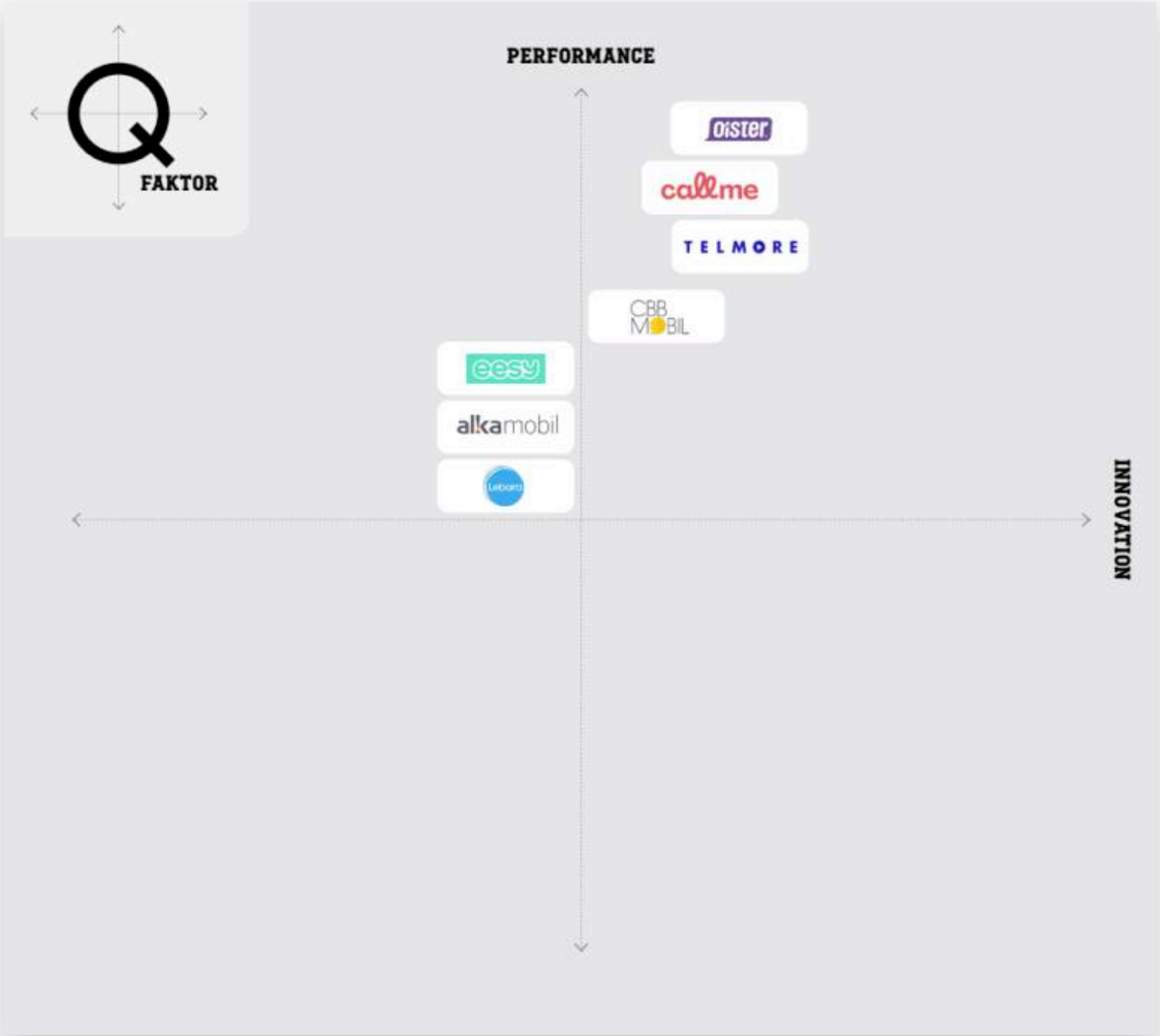
CUSTOMER SATISFACTION

✔

GROWTH IN CUSTOMER BASE

✔

WINNER OF ASCEND BEST UI

AKQA + OISTER

Key take-aways

1

AIM TO DELIVER CONSISTENT
EXPERIENCES ACROSS ALL
AND ANY TOUCHPOINTS

2

BUILD SOLUTIONS THROUGH
ITERATIONS AND
EXPERIMENTATIONS

3

BREAK DOWN SILOS AND
DIVISIONS, WORK FROM A
SHARED VISION

4

EXCEED THE EXPECTATIONS
OF YOUR PREFERRED
CUSTOMER PROFILES

5

TEST AND TRY,
FAIL AND LEARN
RINSE, REPEAT

6

SUBTRACT AND
REMOVE IN ORDER
TO IMPROVE

A K Q A + O I S T E R

THANK YOU!