

## Ethical phone and broadband provider launches new online platform, revolutionizing customer experience

### About: The Phone Co-op

The Phone Co-op is part of the wider Midcounties Co-operative and provides mobile telephone and broadband internet services to customers in the UK. It has a different proposition to other providers; it is run as the only, fully member-owned, consumer co-operative, with an ethical approach to values, supply chain, investment and the environment at the centre of its business model.

**“Conversity understand our target customers, our ethics and our strategy for growth. Their guided selling platform will enable The Phone Coop to develop better conversion journeys which drive sales and customer satisfaction hand in hand.”**

**Jacci Marcus,**  
Head of Residential Business at The Phone Co-op

Conversity is an award-winning ecommerce agency



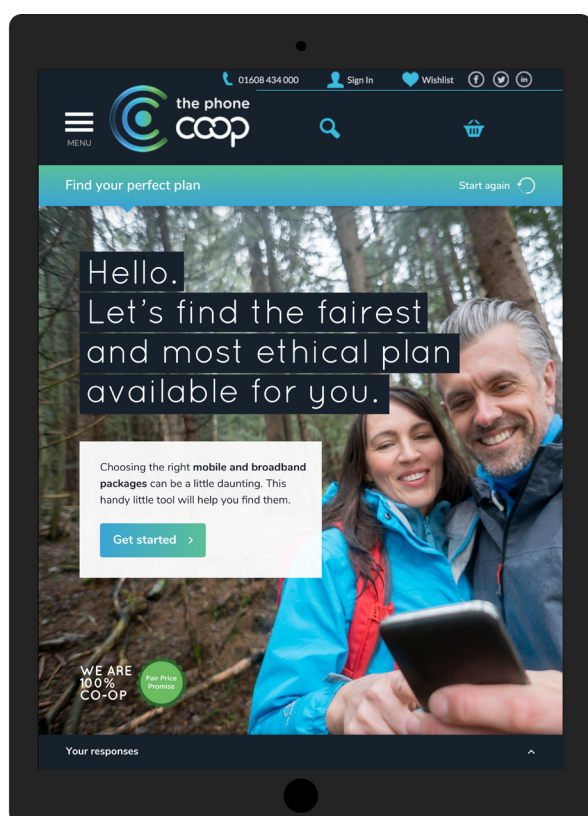
## The challenge: choice overload and a lack of personalization

The telco marketplace is crowded and often rates poorly for customer experience. Shopping for a mobile phone or home broadband package can be a daunting process. The vast array of products, services and price plans on offer meant that customers faced an often confusing overload of choice.

The company's typical member is from an older, and not always technology-savvy background, so it was critical that The Phone Co-op found a way to cut through this complexity and enable the business to build loyalty and differentiate against its competitors.

The Phone Co-op's forward-thinking digital team decided to overhaul its approach to customer experience, which meant redesigning its online platform so that it put the needs of its customers first.

Key to this was moving away from an approach that lead with products and deals, in favor of personalized recommendations. The objective was to create a more transparent and dynamic experience; one that would build positive engagement and loyalty with members while dialing up the company's ethics and trust-based values, empowering them to make the right purchase decisions.



## The solution: Intelligent guided selling technology from Conversity

In order to acquire the technology and expertise needed to transform the customer experience, The Phone Co-op partnered with Conversity. With a track record of successful technical, retail and telco experience, in-depth consumer insight, an innovative SaaS platform design and a proud delivery record, Conversity was well-placed to deliver just the right level of personalization The Phone Co-op needed.

The goal was to design and build an intelligent guided selling (IGS) tool that would revolutionize the way The Phone Co-op communicated with its customers. However, there were some steps to work through before this could become a reality.

Firstly, there was a need to gain a comprehensive understanding of the shopper mindsets of The Phone Co-op's customers. For some, their browsing habits were influenced by a desire to stay connected with family and friends, or to combat loneliness or isolation. For others, sustainability and the need to purchase ethical products was important. Many also have purely functional considerations, such as a need for a good camera, long battery life, or lots of data. Essentially, The Phone Co-op needed to become more human in its online interaction with customers.

Once these mindsets had been established, Conversity worked on enriching the data that The Phone Co-op had on its customers, applying dynamic search, recommendation and segmentation logic to the IGS solution.

**The end result was an easy and simple-to-use tool that is now fully integrated with The Phone Co-op's online and mobile platform, appearing as a "Help Me Choose" option on the home page of their website.**



## Results: Increased engagement, increased conversions and basket size

The Conversity solution has had a hugely positive effect on The Phone Co-op's ability to communicate effectively with its customers. Some of the key highlights include:

- ✓ 2.9X increase in e-commerce conversion rate
- ✓ Customers are three times more likely to make a purchase when using the IGS tool
- ✓ Basket sizes are 3-5 times higher with IGS
- ✓ IGS platform use contributed to the The Phone Co-op's 4.5/5 customer satisfaction level and Feefo Gold Award
- ✓ Access to real-time purchase intent and customer behavior insight

## Award-winning Tech

The deployment of this guided selling tool on The Phone Co-op's website was so effective that it enabled both The Phone Co-op and Conversity to receive "Online Innovation of the Year" from Retail Systems Awards in 2020.

## Summary

Conversity's IGS has enabled The Phone Co-op to truly stand out at a crowded party. It brings a fresh approach to the customer experience, is simple to use, and delivers superb conversion outcomes which lead to increased loyalty.

It has not only transformed The Phone Co-op's approach in the here and now, but promises to help shape how the company engages with both new and existing members and customers in the future.

**"Thanks to the Conversity tool, we have greater insights into our customers' behavior, which has given us an extra edge when it comes to launching new products, updating offers or maximizing cross-sell opportunities. This flexibility is integral to the way we operate, and Conversity has ticked all the boxes in this respect."**

**Jacci Marcus,**  
Head of Residential Business - The Phone Co-op



**Make The Difference** 