

# T-Mobile asks their customers questions

## Business need

Retaining customers is not easy for mobile networks, especially so when it comes to their “PAYG” ones. T-Mobile wanted to help existing customers find their most cost effective tariff and so maximise loyalty.

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## The solution

By sending texts and picture messages to existing customers as well as using targeted on-portal mobile advertising, T-Mobile directs customers to a survey site.

The site is zero-rated for browsing and so completing the questionnaire is free. By answering four questions customers are advised of the best tariff and given the chance to change there and then, through click-to-call.

## Functions

- Alerts
- Transaction
- Revenue generation

