

T-Mobile

T-Mobile is the second largest mobile telephone company in the world with the UK business alone serving over sixteen million customers. Its mission is 'to bring people closer in touch with everything that's important to them' and it has sought to bring this to life through its retail chain of over two hundred stores and many contact centres. Prior to joining 'i-am', Roger Taylor worked for T-Mobile for ten years playing key roles in Customer Services and Marketing. He then became Head of Organisational Performance where he was responsible for bringing the brand to life by developing the right leadership and company culture.

The Brief:

T-Mobile wanted to provide a customer experience that would both delight its customers and differentiate it from the competition. In an industry that doesn't have a great reputation for putting the customer first, Roger and his team were asked to create a programme that could deliver the brand through the behaviour of frontline employees. The chosen approach focused on key interactions important to the customer – called 'T-Moments'. To enable this, it was necessary to create a culture across the organisation where the job of Head Office is to support frontline employees in their interactions with customers.

The Solution:

Roger and his team worked with frontline employees in Retail and Customer Services, creating a programme to identify, design and implement these 'T-Moments'. This was achieved in a way that brought the new brand behaviours to life and engaged everyone in the frontline. Roger's 'On the Pitch' programme helped leaders to understand and execute their role in driving this cultural change.

The Result:

The customer experience was transformed; mystery-shopping scores in T-Mobile stores improved by 12% and customer satisfaction increased from 45 to 58 points. This achievement was recognised when T-Mobile was voted Best Mobile Consumer Brand in 2007.



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