ForeSee Puts T-Mobile in Touch with Its Customers... Wherever They Are

T-Mobile

Based in Bellevue, Washington, T-Mobile USA is a national provider of wireless voice, messaging and data services capable of reaching over 293 million Americans where they live, work and play. T-Mobile’s focus on helping people connect extends to building connections with its customers and potential customers. To that end, T-Mobile has measured the online customer experience with ForeSee since 2006.

Over time, what started as measurement of a relatively static marketing site has evolved into a multichannel view of the customer experience comprising web, mobile and telesales. “We’re now equipped to measure across the entire lifecycle: from research to purchase and account management. For the first time, we can see the whole customer landscape,” says Kerry Sikora, Senior Manager, Web Business Intelligence, T-Mobile.

This multifaceted approach aligns with T-Mobile’s Center of Excellence, an initiative designed to integrate best practices across all customer touchpoints. “We first assess that we have the right tools and are optimizing our measurements. But, it’s really about socializing the data with key internal stakeholders. ForeSee makes it easy for us share customer insights so we can take action,” says Sikora.

**KEEPING PACE WITH AN EVOLVING CUSTOMER LANDSCAPE**

When T-Mobile started evaluating the customer experience on T-Mobile.com, the site was primarily a digital marketing brochure. Today, it’s a core component of the research and purchase process. “One of our a-ha moments was when we realized we needed to pay attention to customers in the lower part of the purchase funnel. What’s going on when someone reaches the checkout cart, but leaves the site before completing the purchase? Now, we have credible data to show us,” says Sikora.

Understanding how customers move through the purchase funnel grew in importance when T-Mobile added mobile measurement to reflect the explosion of phone traffic – which jumped from less...
than one-third of all traffic three years ago to about 65 percent today. The ForeSee data showed that mobile customers don’t convert at the same rate as website visitors. “Buying wireless online can be complicated – especially on a mobile device – so we see some customers move from the online channel to telesales during the purchase process,” explains Sikora. “Our customers don’t stick to one channel, so we can’t measure our web, mobile and telesales traffic in silos.”

Understanding multichannel interdependencies helps T-Mobile fix issues fast. For example, the organization started to see alerts tied to the browse measure after deploying a new login on its mobile app. “At 8 a.m., I had 80 alerts about login problems and was able to put my app support team on the issue right away,” recalls Sikora. “Our customers don’t care that one team manages one site and one team manages another. They just expect a seamless experience when they interact with T-Mobile.”

TRANSMITTING INSIGHTS TO THE RIGHT TEAMS

As a Senior Web Analyst for T-Mobile, Christy Bauman needs answers to questions like: Do we have qualified traffic? What percentage of our visitors plan to purchase? How many new customers are we acquiring? Multichannel measurement of the customer experience provides the data-driven answers she needs and can share throughout T-Mobile. “The priority maps we receive from ForeSee help us make both strategic decisions and short-term enhancements to improve the customer experience and, in turn, meet our sales, customer acquisition and other goals,” explains Bauman.

“Over time, we’ve learned that we can’t just look at the satisfaction scores. We challenge ourselves to use the customer insights to their full ability,” adds Sikora. “For example, when our conversion rates start dropping, ForeSee can tell us what the issues are so our tech team can resolve them.”

Figuring out how to most effectively socialize the ForeSee data has been a learning process for the T-Mobile web business intelligence team. “When we started utilizing the Executive Portal instead of sending out multi-page reports, people in the organization really started to pay attention,” said Bauman. Today, she shares the weekly dashboard from the Executive Portal with web marketers, category managers and the tech team so

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SENIOR WEB ANALYST, T-MOBILE
that everyone has a high-level overview of satisfaction for every aspect of the customer experience being measured, including abandonment of the checkout process, post-purchase experience and the mobile site browse experience.

“We’re accountable not only for optimizing the right measurement tools, but for making sure the right people have the information they need to take action based on customer insights,” says Bauman. “The ForeSee reporting tools make our job easier.”

“Sharing the data really feeds our customer-centric mindset,” says Sikora. “Making decisions based on customer insights has become the way we do business.” This has been a paradigm shift for T-Mobile, especially in the IT department. “Now, our IT team is as interested as we are in making enhancements to drive up customer satisfaction. They share ownership in the customer experience.”

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**VIEWING THE SITE EXPERIENCE THROUGH THE CUSTOMERS’ EYES**

To delve into which aspects of the mobile and web experience are problematic for its customers, T-Mobile takes advantage of ForeSee’s cxReplay solution, which integrates replay sessions of customers’ online experiences with attitudinal data. “Our category managers can see the satisfaction scores. But, until they see a video of a frustrated customer struggling to accomplish a task, they don’t really get it,” says Bauman. “The evidence forces us to not only accept, but to fix, issues negatively impacting the customer experience and sales.”

As the wireless market continues to evolve, T-Mobile is confident it has right partner to keep connected with its customers. “The wireless business turns on a dime and there’s more competition than ever before,” says Sikora. “With ForeSee, we have the tools and the data-driven insights to keep us moving forward.”

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**KERRY SIKORA**
SENIOR MANAGER, WEB BUSINESS INTELLIGENCE, T-MOBILE

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**ABOUT FORESEE**

ForeSee is the pioneer and leader in Voice of Customer (VOC) solutions. We focus our rigorous analytics expertise on helping our clients engage with customers at every interaction point, drive investment decisions using predictive customer insights and deliver content that powers the customer experience. Our innovative SaaS solutions from our ForeSee, Webcollage and ResellerRatings product families are used by over 650 customers in a wide range of industries such as retail, financial services, healthcare, consumer packaged goods and government.

**CONTACT FORESEE**

To learn how we can help you gain comprehensive insights into the impact and value of your customer experience, please contact us at 800-621-2850 or sales@foresee.com.