

**amaysim Australia**

# **Why customer experience isn't just about customer service**

**Julian Ogrin**  
**Chief Commercial Officer**  
**amaysim Australia**

# The amaysim world

amaysim

Launched in November 2010

Customer base: 600 000+

Plans: 3

NPS: +64

“Mobile phone service provider of the year” – Roy Morgan



# What does it mean to be amaysim?

amaysim

## Simplicity

100% focus on what impacts the customer experience

## Reliability

Building scalable DIY functionality



## Agility

Small team = fast response

## Empathy

Complete transparency with our customers

# How do we do it?

# First you need a compelling offer

amaysim

**amaysim**  
**UNLIMITED**

**\$39<sup>.90</sup>**  
**/month**

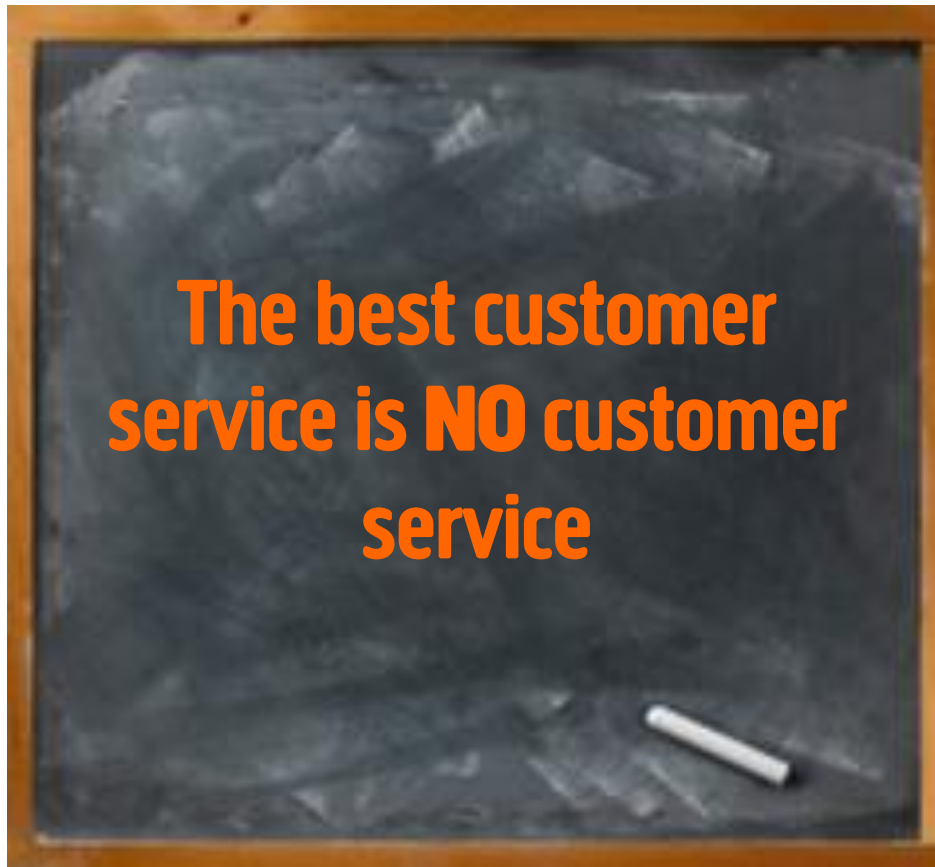
- UNLIMITED standard calls
- UNLIMITED standard SMS
- 4GB data (excess 5c/MB)
- All in Oz

**Buy now**  
FREE delivery in Oz

Perfect for chatterboxes.

Additional services at low rates.  
Personal use only. T&Cs and Fair Go policy apply.

# Follow the golden mantra...



Intuitive DIY, self-service platforms  
across all devices – mobile, tablet  
and desktop

24/7 functionality

Constant dialogue with our  
customers



# Moving offline to online



**November 2010**



**Launched with a 100% Aussie-based Call Centre**

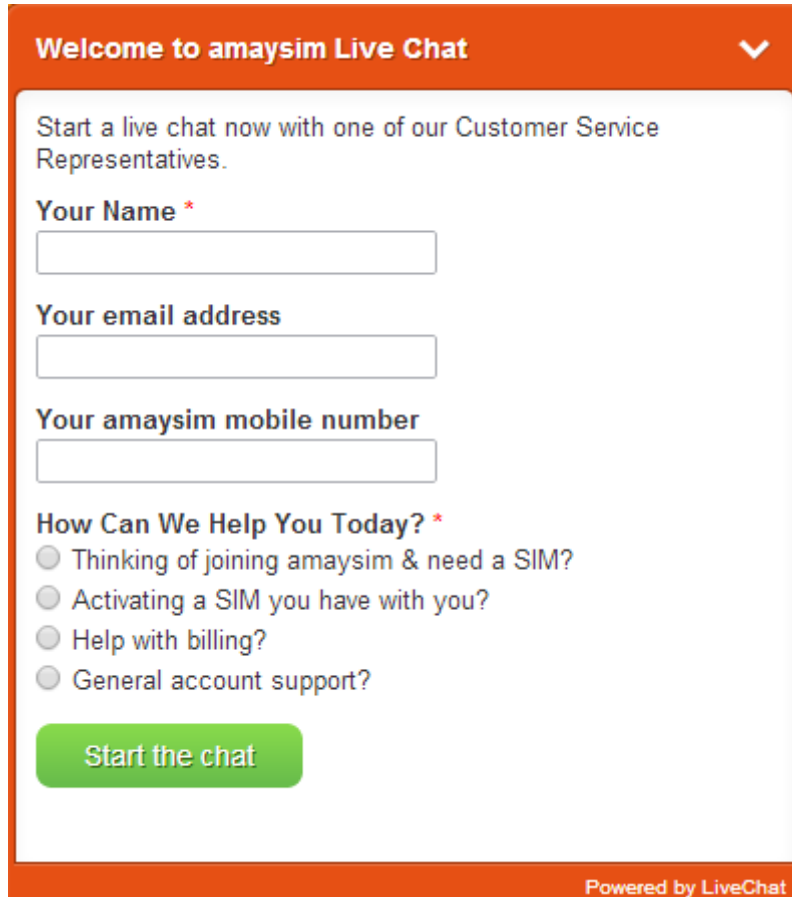
**June 2014**



**Now a fully-fledged cross-platform contact centre.**



## We've built up different customer support capabilities with a focus on Live Chat



Welcome to amaysim Live Chat

Start a live chat now with one of our Customer Service Representatives.

Your Name \*

Your email address

Your amaysim mobile number

How Can We Help You Today? \*

- Thinking of joining amaysim & need a SIM?
- Activating a SIM you have with you?
- Help with billing?
- General account support?

Start the chat

Powered by LiveChat

**A rep on the phone: 70 calls per shift**

**A rep on Live Chat: up to 200**

**Average daily customer satisfaction rate:  
94%**

**Was it perfect?**

**NO**

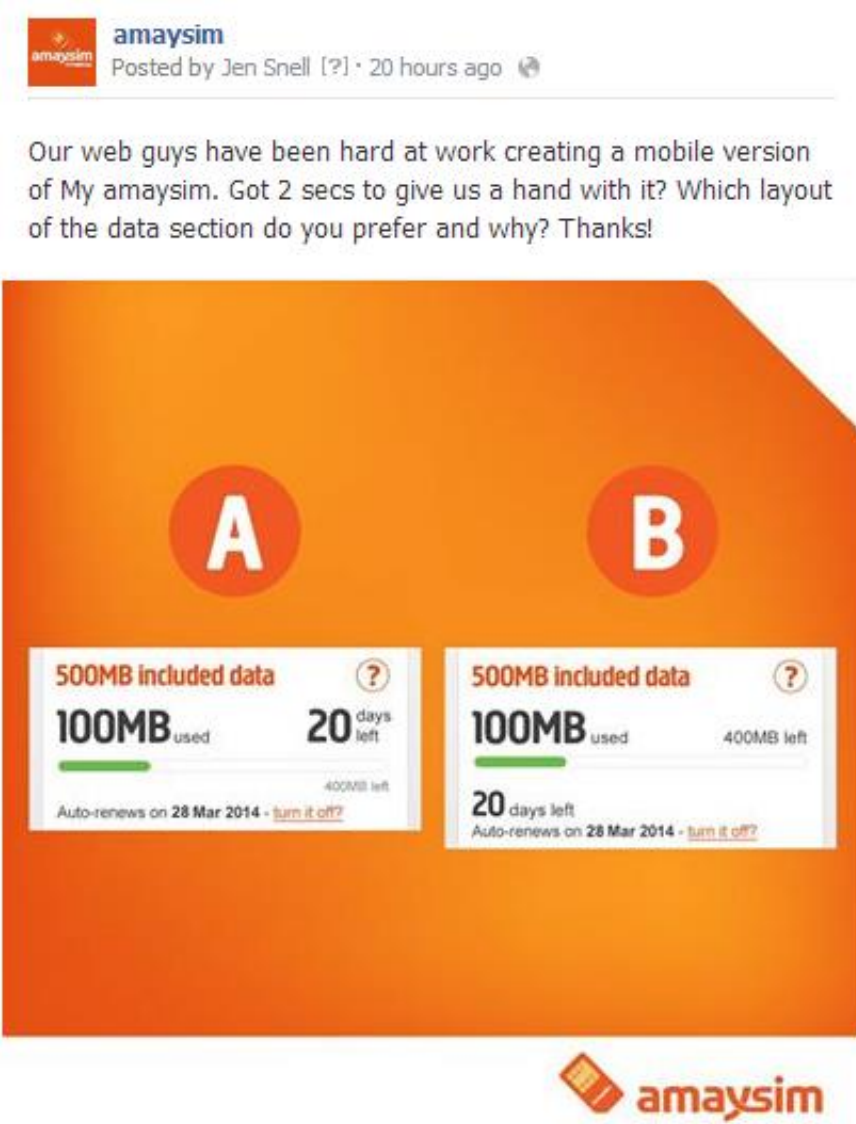
# BUT



# Why customer experience is much more than customer service



# To think like our customers we invite them backstage



**amaysim**  
Posted by Jen Snell [?] · 20 hours ago


Our web guys have been hard at work creating a mobile version of My amaysim. Got 2 secs to give us a hand with it? Which layout of the data section do you prefer and why? Thanks!

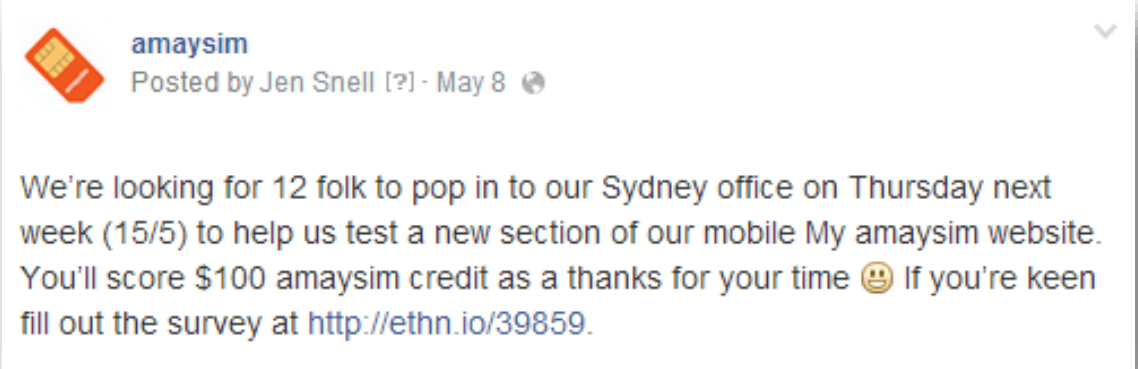
**A**

**B**

500MB included data  
100MB used  
20 days left  
400MB left  
Auto-renews on 28 Mar 2014 - [turn it off?](#)

500MB included data  
100MB used  
20 days left  
400MB left  
Auto-renews on 28 Mar 2014 - [turn it off?](#)





 **amaysim**  
Posted by Jen Snell [?] · May 8

We're looking for 12 folk to pop in to our Sydney office on Thursday next week (15/5) to help us test a new section of our mobile My amaysim website. You'll score \$100 amaysim credit as a thanks for your time 😊 If you're keen fill out the survey at <http://ethn.io/39859>.



**Retail accounts for 70% of total sales, but online channels (mobile and desktop) allow customers to interact with us when and where they choose.**



**Online Help and Support, DIY services**

**Live Chat**

**Email,  
social**

# Mobile approach to UX

## Mobile Site

The screenshot shows the amaysim mobile site home page. At the top, the amaysim logo is on the left, and a 'login' button with a user icon and a menu icon is on the right. Below the header is a 3x3 grid of orange buttons with white icons and text: 'Mobile Plans' (phone icon), 'Data Packs' (database icon), 'Recharge' (battery icon), 'FAQs' (question mark icon), 'Find a store' (location pin icon), 'Activate SIM' (SIM card icon), 'Why amaysim?' (heart icon), 'Coverage' (antenna icon), and 'International rates' (globe icon). Below the grid is a purple banner with white text: '50% off UNLIMITED. Ends 31 May.' Underneath is a white box with a radio tower icon and the text 'Powered by the Optus 3G Network.' At the bottom is a white search bar and an orange 'Start live chat' button with an upward arrow.

## Mobile My amaysim

The screenshot shows the 'My amaysim' page. At the top, the amaysim logo is on the left, and a help icon, a user profile icon with a notification bubble, and a menu icon are on the right. Below the header, a red phone icon is next to the text 'Sandy's iPhone', '0403 267 926', and 'amaysim FLEXI incl 500MB data'. Below this is a toggle switch between 'Calls / SMS' (selected, orange) and 'Data' (grey). Under 'Included credit', there is a question mark icon, '30 days left', a progress indicator, and 'credit left'. Below that, it says 'Renews 15/02/2014'. Under 'Additional credit', there is a question mark icon, '60 days left', '\$59.00 credit left', and 'Expires 16/04/2014'. At the bottom are two green buttons: 'Add credit' and 'Redeem voucher'.

# Enhanced Help and Support



**How2 videos provide customers with valuable information and showcase our personality**



# Outlook in 2014 & beyond

**E-Commerce is really kicking into gear**

**Data usage is growing fast**

**Thank you**

**Any questions?**