



ABC Data
simplify your data

Introducing the team



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Executive Summary

Singtel users would renew their contract every one to two years with a device upgrade. But many Singtel users feel frustrated with the rigid combo plans available and long waiting time at stores while re-contracting.

How might we make the recontract & device upgrading process easier and more time efficient?

RECOMMENDATIONS

1. Simple Recontract: Simplify the process of re-contracting decision via customizable plan recommendation based on historical usage.
2. Smart Delivery: Drone to deliver the device to customers

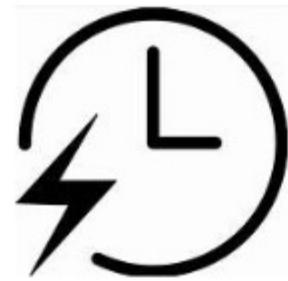
IMPACT

1. Improved customer satisfaction scores
2. Reduce customer service complaints
3. Increase customer loyalty (customer retention)

NEXT STEPS

Paper prototype with 50 Singtel employees and drone flying test within the next 3 months

What we heard from the users



Key Finding 1

Customization preferred to ensure every dollar spent is fully utilized

"Too many plans, but don't really fit my needs, can i just customize?"

"SMS is not useful"

Key Finding 2

Customer is frustrated on unclear trial VAS, and no reminders sent when expiring, leading to shock in bill.

"Have to remember when to cancel add-ons"

Key Finding 3

Customer wants a quick and fuss free recontract process due to fast paced lifestyle.

"I dislike visiting the store due to long waiting time"

Key Finding 4

Website and app can be improved to ease decision making process

"Why can't Singtel tell me on average how much I use? This will help me make a better decision on my next plan."



**How might we make
the recontract & device
upgrading process
easier and more time efficient?**

Smart Recontract

Simplify the process of re-contracting decision via a customizable plan recommendation based on historical usage, and have a drone to deliver to the customer's home





Adventurous Adib

"I'm looking to sign up with a telco that meets the need of myself as a working professional and my family.

However, I am finding it tough getting the right plan with so many to choose from."

Demographic

Age: 35

Nationality: Singaporean

Occupation: *Project manager & part time food delivery partner*

Marital Status: *Married with 2 young kids*

Traits

- Tech savvy
- Fast paced, busy lifestyle
- Likes flexibility & personalization

Goal

Looking for a data plan & new device that suits my budget, needs & lifestyle.

Tasks

- 1) Research available data plan offered via telco website & apps
- 2) In the lookout for a better data plan for the next contract period

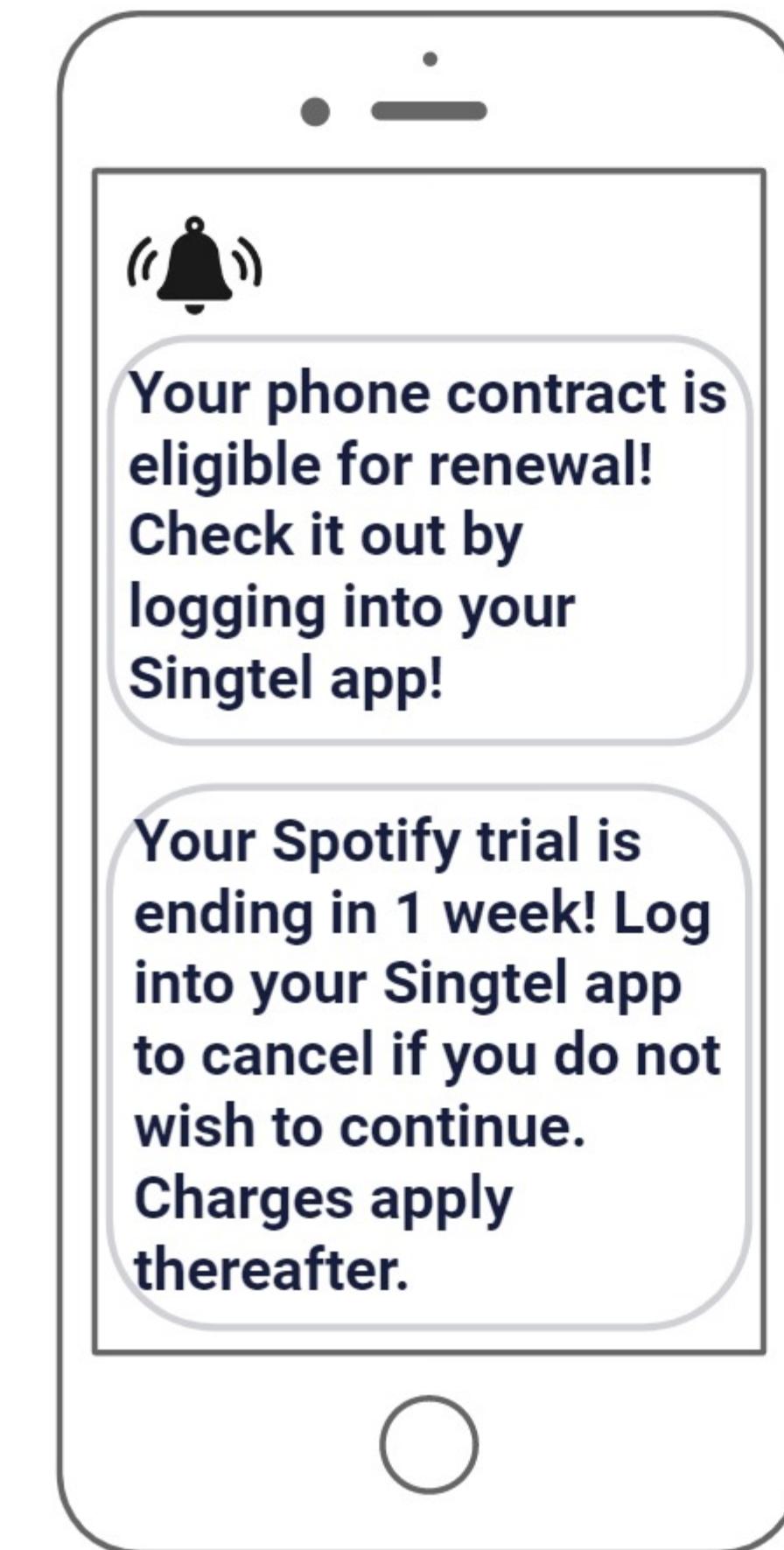
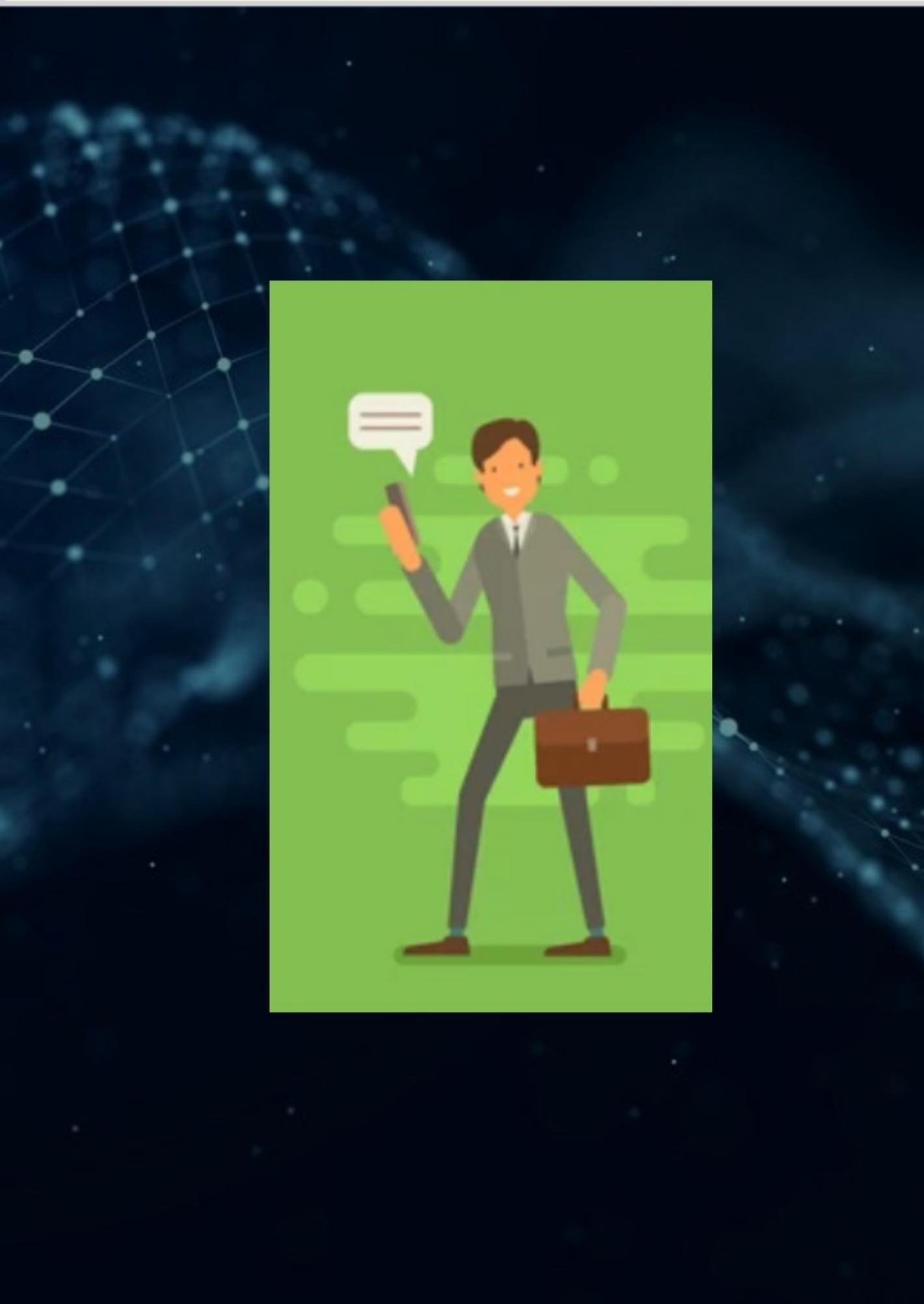
Needs

- 1) Want to be able to customize plan
- 2) Simple and efficient app to view and analyse usage and info, and manage value added services
- 3) Flexible plan with good for value pricings with no hidden extra charges
- 4) Stable and reliable network with good coverage even in underground and nature parks

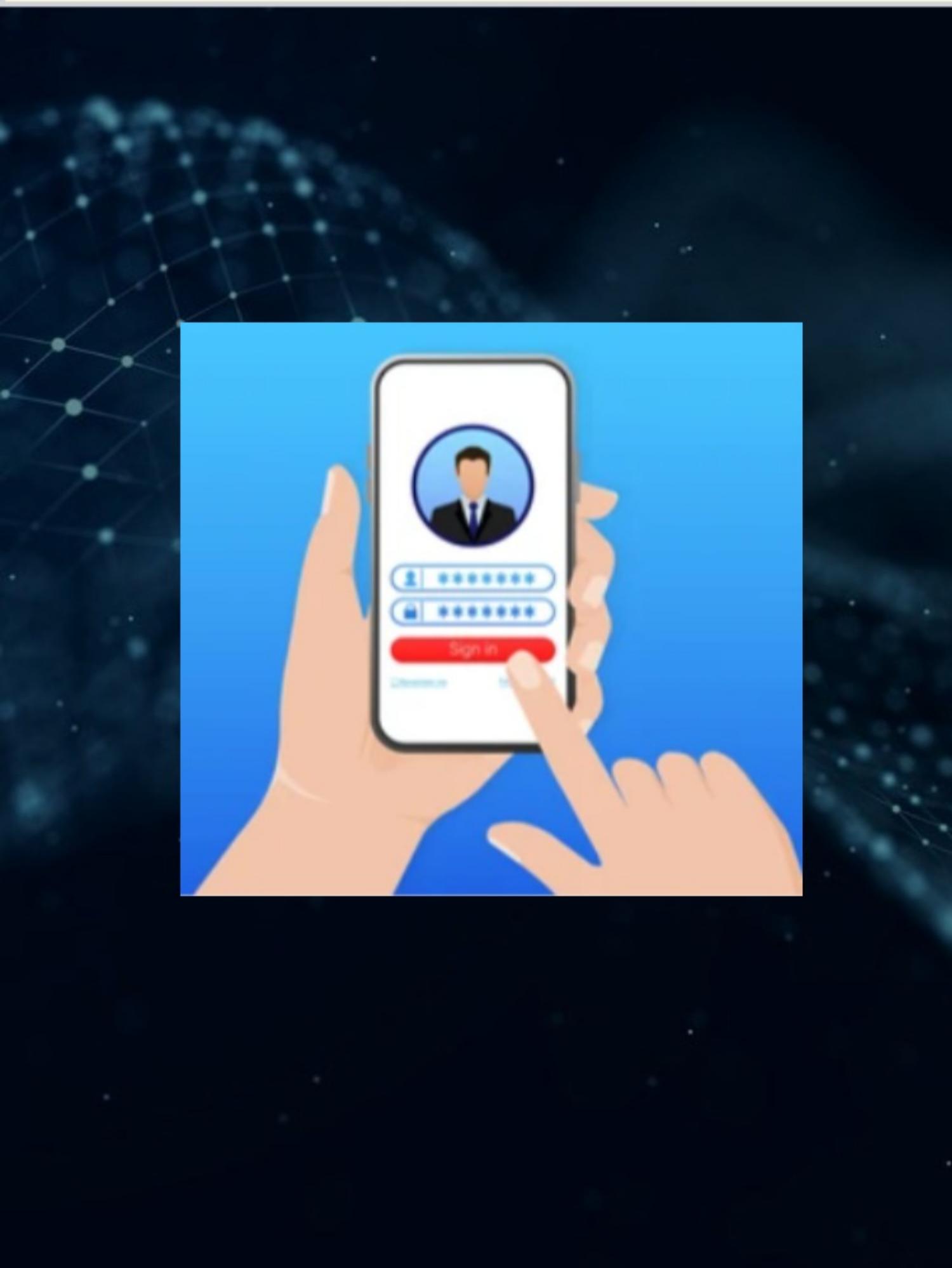
Pain Points

- 1) Paying for what he doesn't need in current combo plan
- 2) Feels that app has limited functionalities
- 3) Dislike going to the store to sign up due to long waiting time

1. Receive sms reminder to recontract/upgrade device when eligible or when trial for add-on is ending



2. Login to members portal on app and Overview page



The image displays two mobile phone screens illustrating the user journey from login to the overview page.

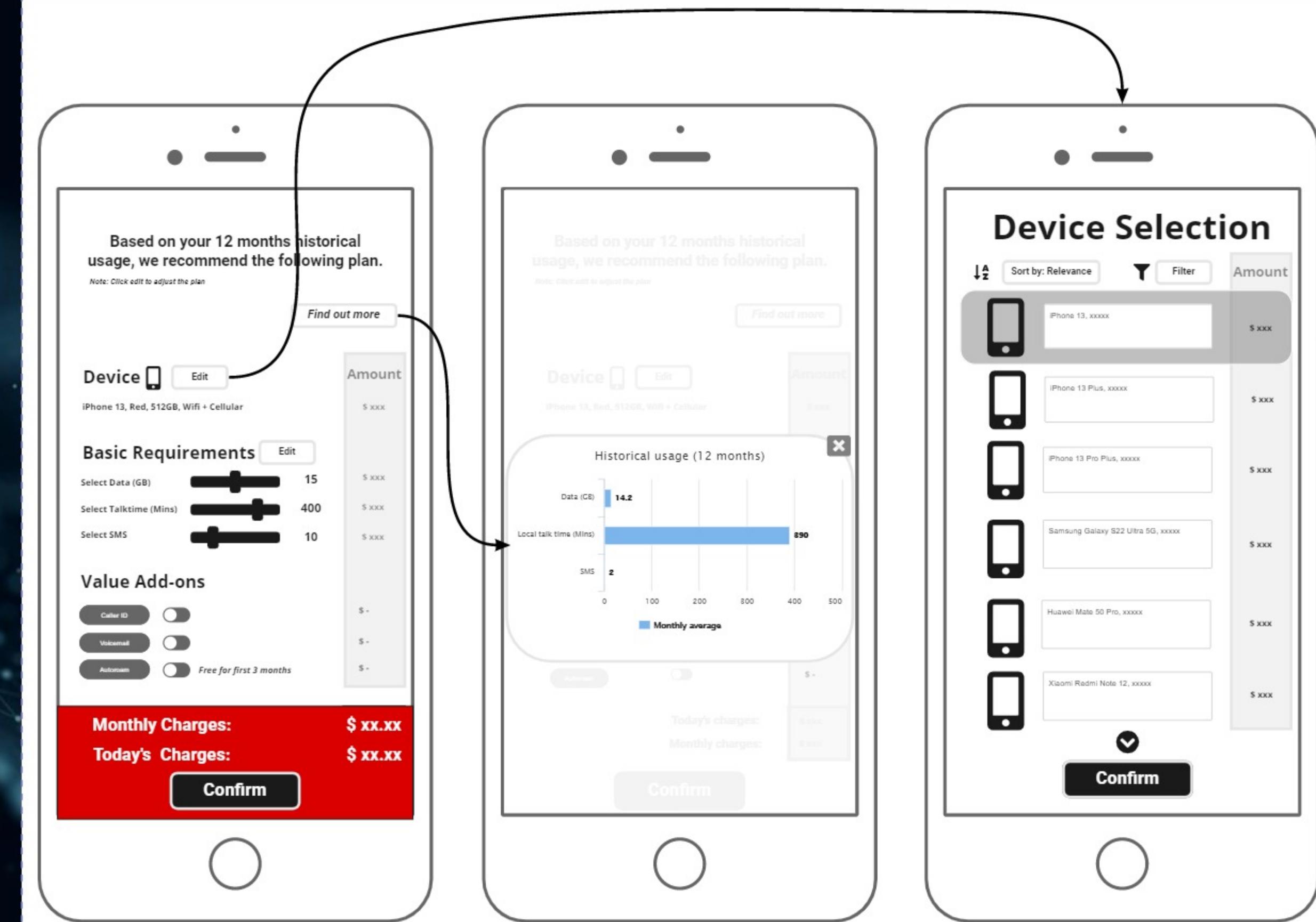
Left Phone Screen (Login Page):

- A large circular profile picture placeholder is at the top.
- Below it are input fields for "Email or mobile number" and "Password" with an eye icon for visibility.
- Between the fields is the text "OR".
- Below "OR" are two log-in options: "One-Touch Log In" (with a fingerprint icon) and "Face ID Log In" (with a smiling face icon).
- At the bottom are two buttons: a black "Log in" button and a grey "Create account" button.

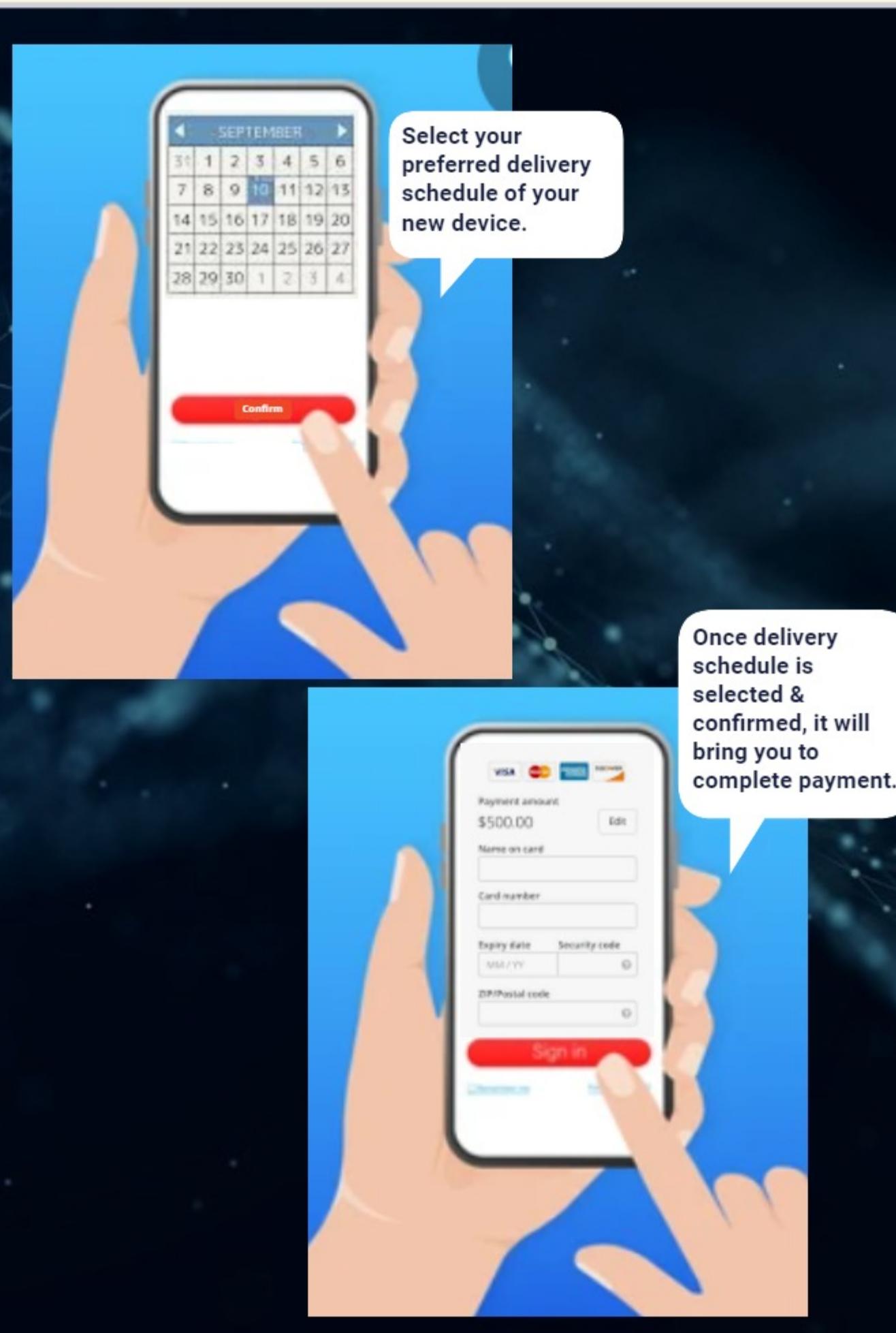
Right Phone Screen (Overview Page):

- Welcome message: "Hi Adventurous Adib!" with a user icon.
- User information: "Mobile 98719054" and "Billing Cycle 23 Aug to 22 Sep".
- Current Plan:**
 - Data Usage (GB): 13 / 72 GB
 - Talktime Usage(Mins): 400 / 500 min
 - SMS Usage: 8 / 100 SMS
- Add-ons:**
 - Spotify: A toggle switch is turned off.
 - Caller ID: A toggle switch is turned off.
- A note: "Trial Ending in one week, 17 Sep 2021. Turn off to prevent additional charge".
- A button: "Manage Plan and Add-ons".
- A message: "You are currently eligible for recontract & upgrade!".
- A large black button at the bottom: "Renew & Upgrade Here".

3. Customisable Plan and device selection



4. Select preferred delivery schedule & complete payment



Delivery Schedule

Date

Time

Confirm

September 2021

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

Summary

Contract plan XXXXX	\$ xx.xx
Device selected XXXXX	\$ xx.xx
Delivery date and time XXXXX	Free
Today's charges \$ xx.xx	

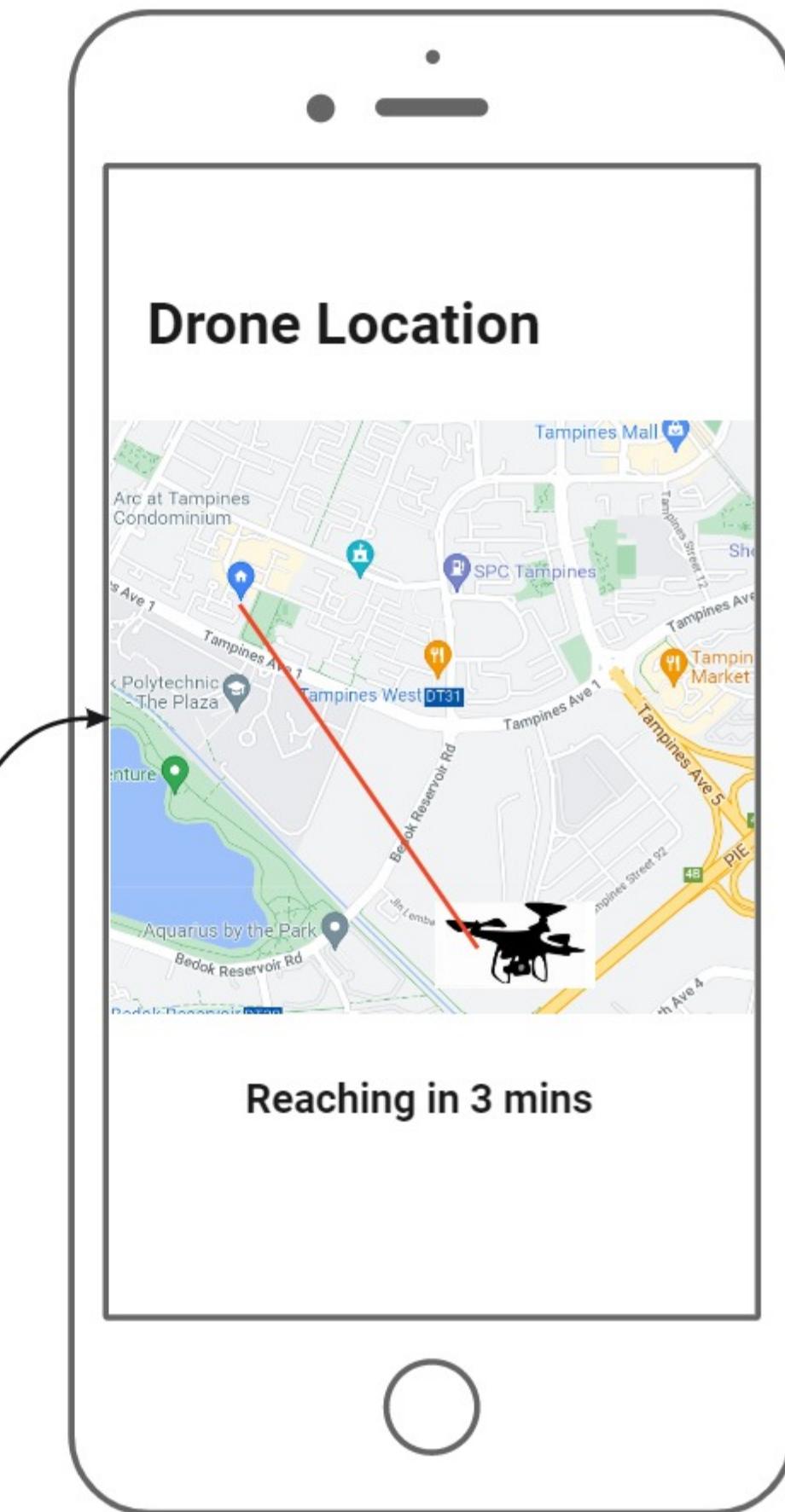
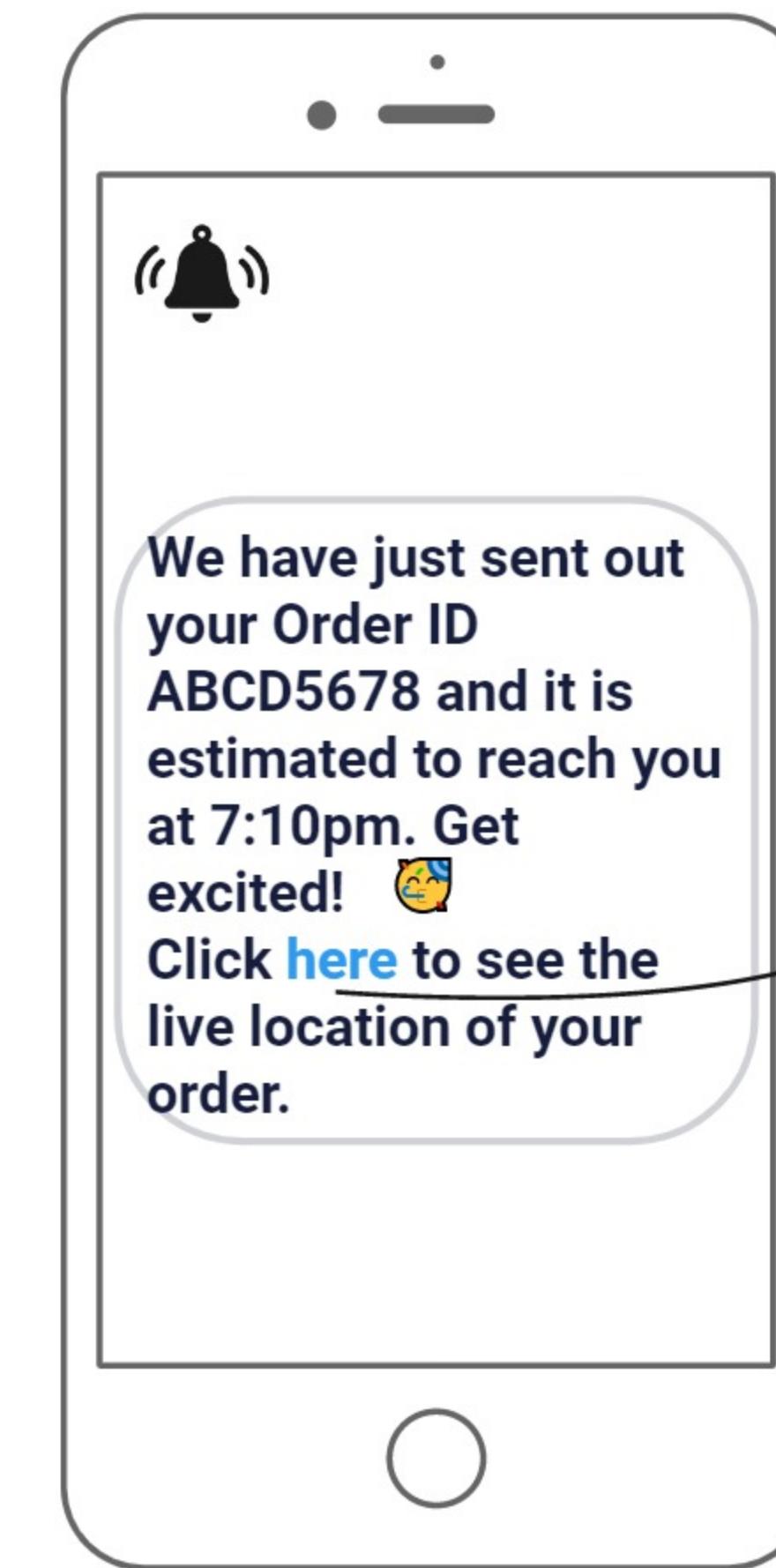
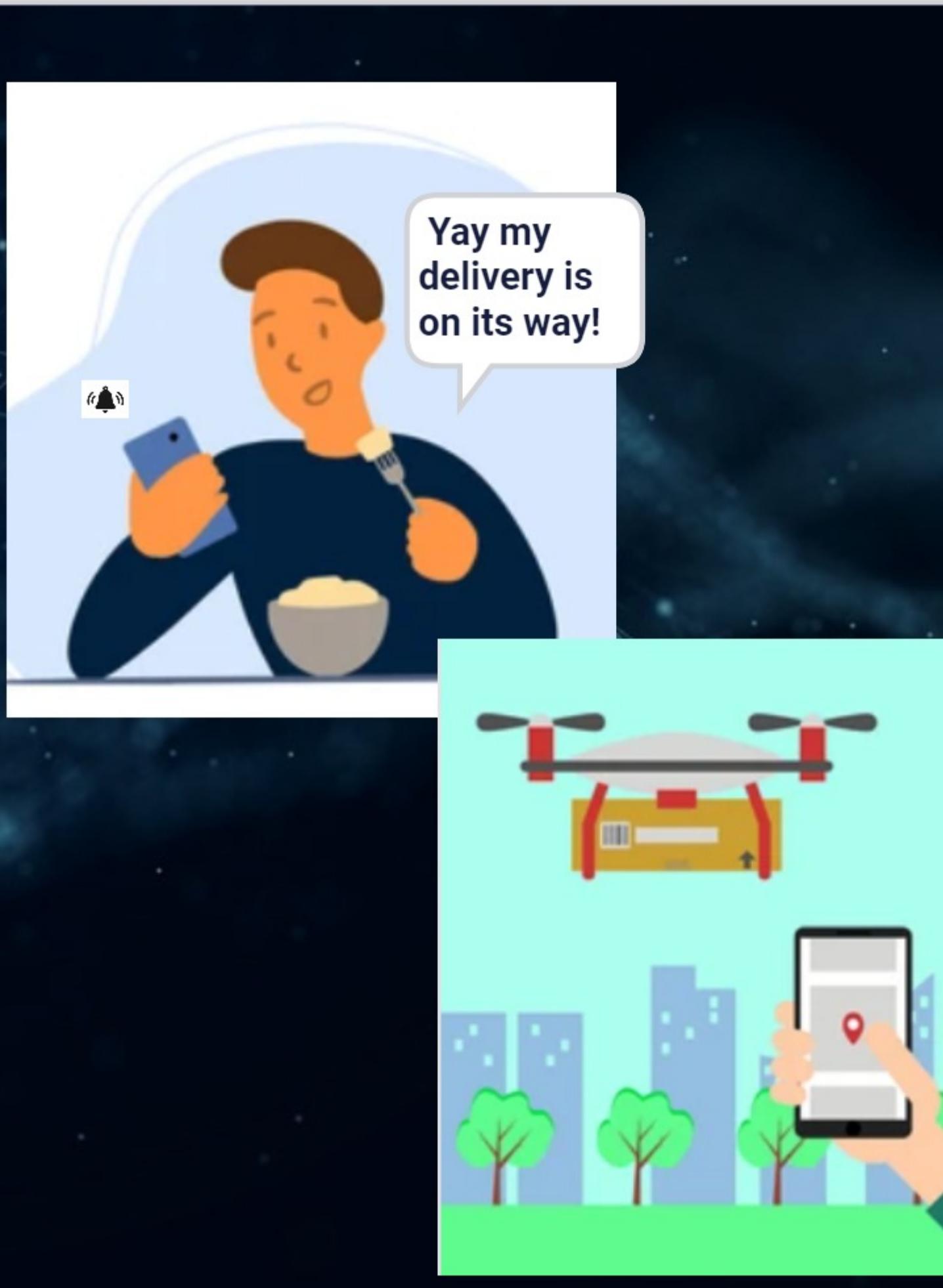
Select Payment

Credit/Debit Card

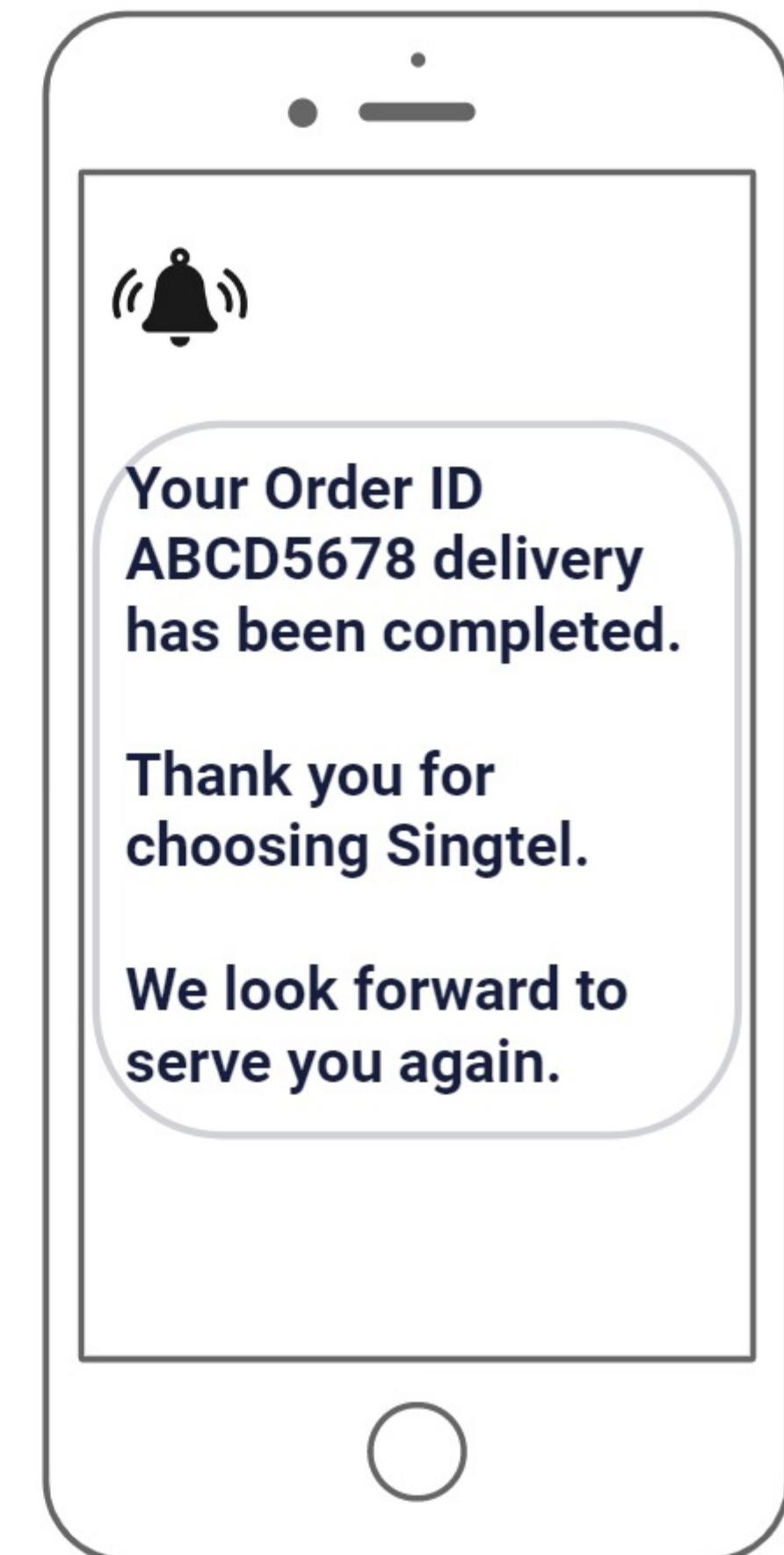
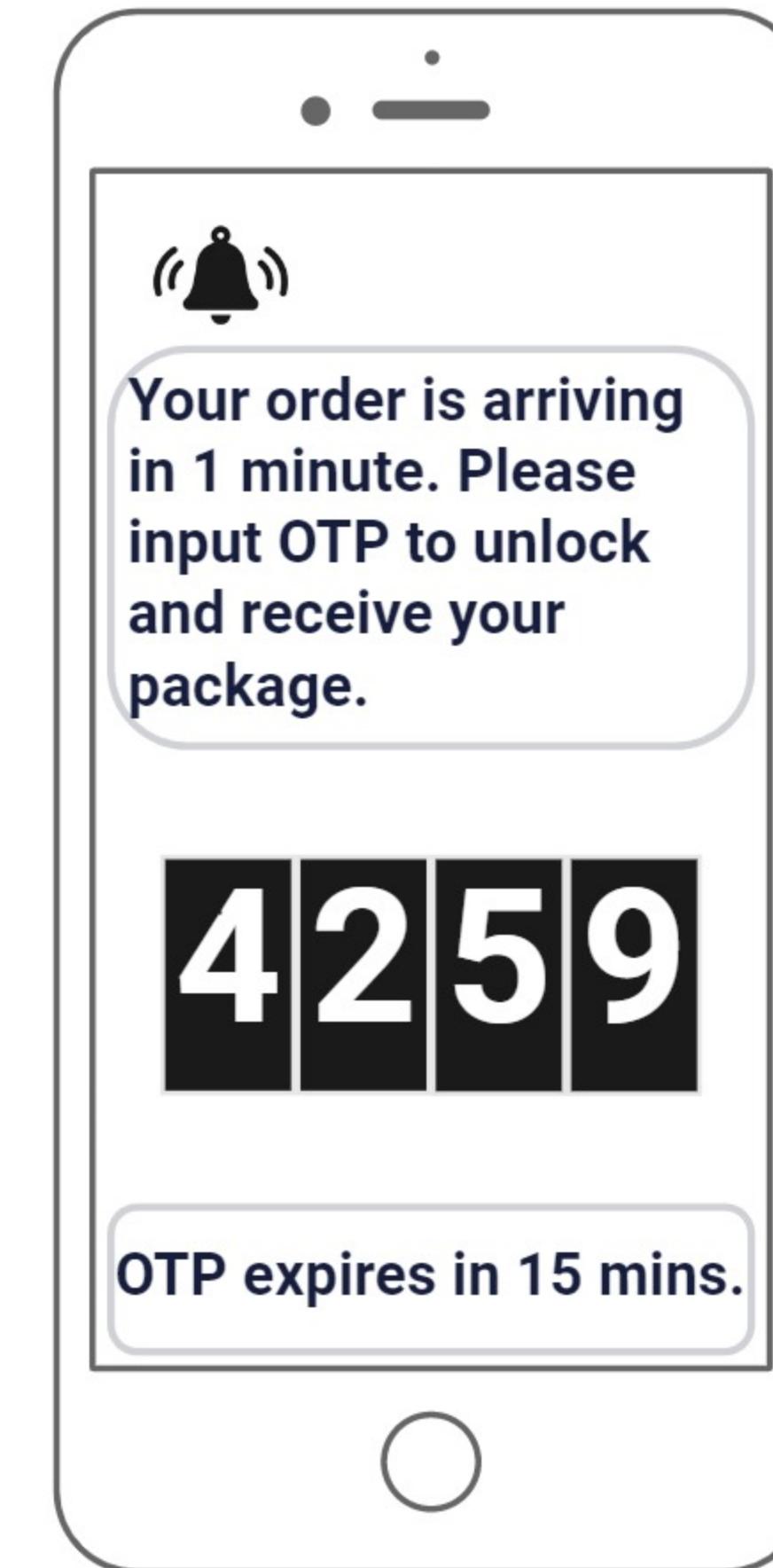
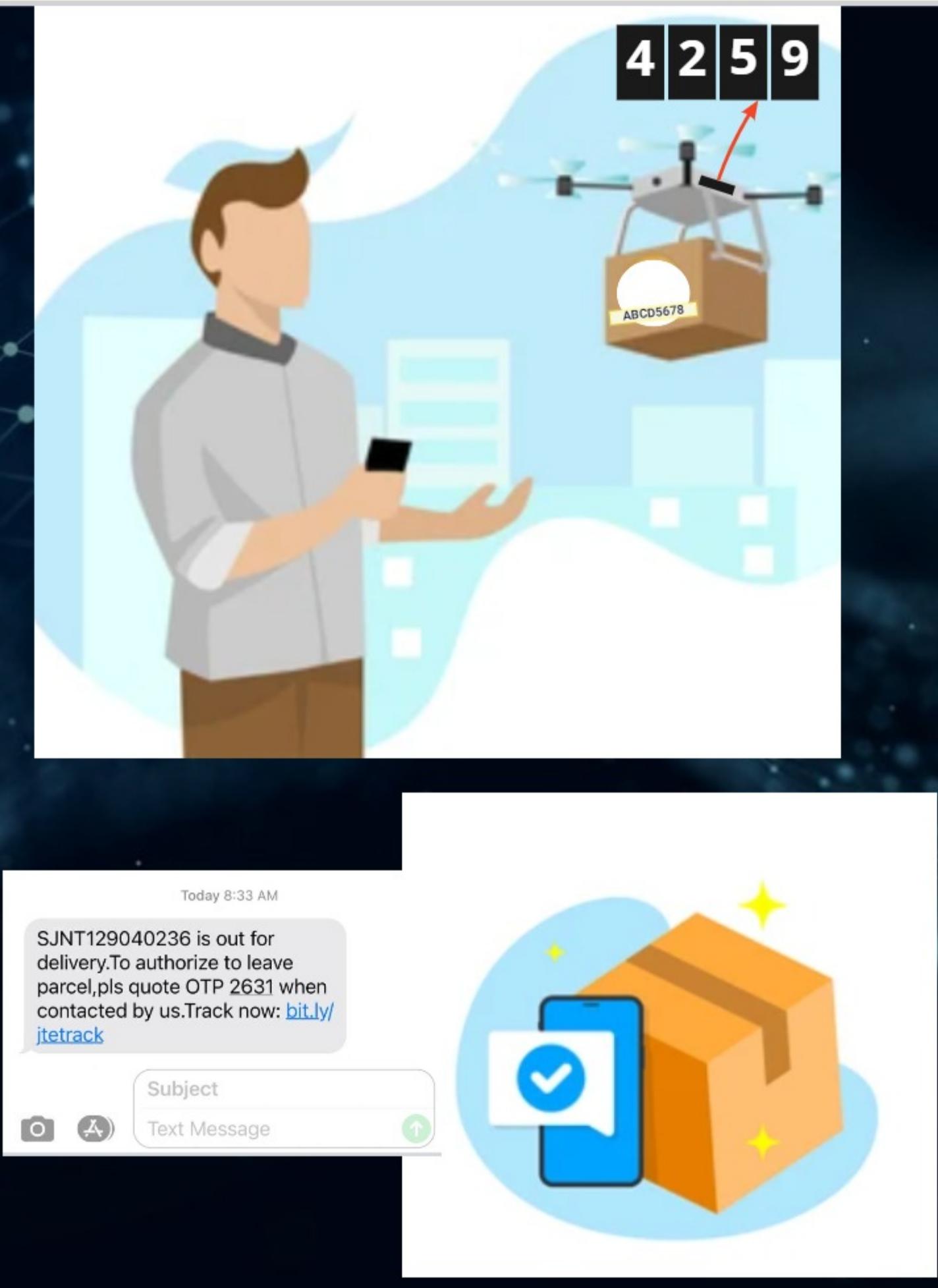
Card Name Adventurous Adib
Card Number XXXX XXXX XXXX XXXX
Card Expiry XX/XXXX Card CVV XXX

Confirm

5. Receive sms notification of new device (& sim card) delivery, and estimated arrival time.



6. Receive sms notification on arrival of drone, with pin number to unlock drone as verification



Concept summary

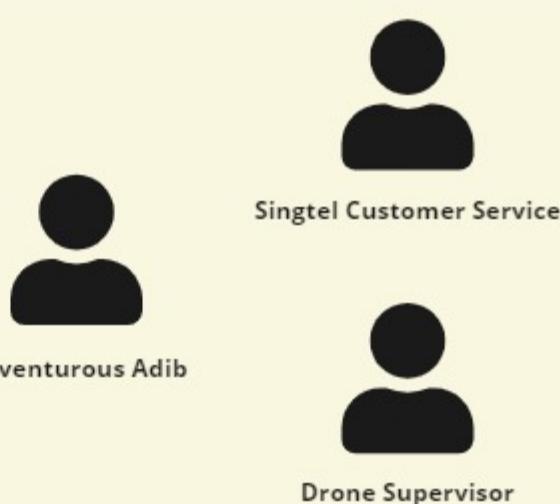


Smart Recontract

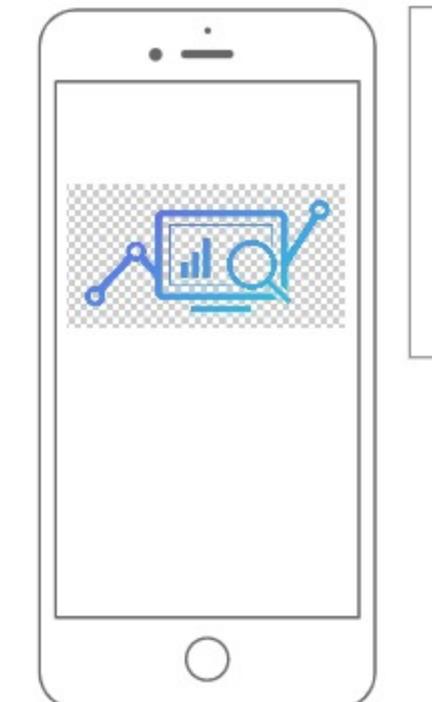
What is the big idea?

HMW make the recontract & device upgrading process easier and more time efficient?

Who is it for?



How does it work?



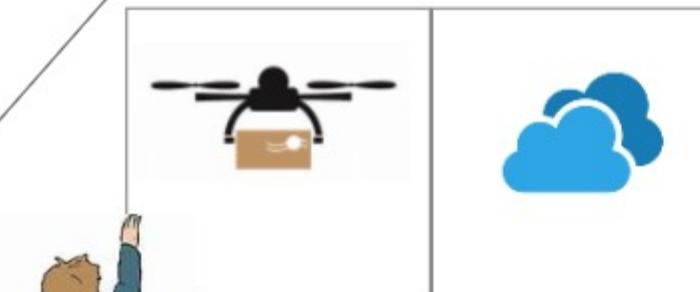
Select Data (GB)

Select Talktime (Mins)

Select SMS

Smart drone delivery

Data driven plan recommendation with customisable options



Why might it fail?

1. Might have privacy infringement issues when flying drone into estates/condo
2. Might go against drone flying zone limits

What can we prototype and test now?

1. Paper prototyping for app changes
2. Test drone delivery accuracy

How will we know that it is working?

1. Improve customer satisfaction
2. Reduce customer complaints
3. Increase customer loyalty (customer retention)

How will we deliver this to the world?

Concepting

Paper Prototypes;
Drone Testing

Test paper
prototypes with 50
Singtel employees

Semi-Functional
Prototype

Test run at Jurong
East, Bukit Timah
and Bishan areas

Fine-tuning process

Roll out

Initial

3 months

9 months

1 year

Q&A

10 min

Drone delivery

Q: How does the drone know where to deliver?

A: The drone is powered by state of the art AI. It will be able to deliver with minimal assistance from humans through the use of advanced GPS and facial recognition.

Q. How can we ensure security of package ?

A: Goods are packed with waterproof & impact resistant packaging. Drone will be unlock upon input of correct OTP sent to customer.

Q: What if someone tries to steal the drone?

A: A high pitched alarm will sound, GPS location and photo will be sent back to Singtel HQ and police.

Q: Can the drone deliver during rain & thunderstorm?

A: It depends on how heavy/ severe the weather condition is. Drone delivery may be cancelled for safety reason & delivery will be rescheduled via land transportation (ie Ninja Van)

Q: How many packages & deliveries can a drone do?

A: As a start, the drone will deliver one package per trip.

Once test & trial processes have been ironed out, we plan to scale up and deliver multiple packages to multiple destinations in one area.

Data driven recommendation & customisable plan

Q: Will there still be fixed combo plans?

A: This will be slowly phased out, with plans tailored to each user going forward.

Q. Will there still be corporate plans?

A: Yes, Singtel will work with corporate partners to introduce discounts for these customisable plans.

Q: Can the current users modify their plans?

A: Users will have to wait till end of current contract to sign up for the customisable plan.

Reference

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Foodpanda collaborates with ST Engineering on drone food delivery trials (2020)

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Walmart begins drone delivery tests (2020)

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Walmart eyes drone delivery future with investment in DroneUp (2021)

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Drone Delivery Is Live Today, And It's 90% Cheaper Than Car-Based Services (2021)

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Calculating the Climate Cost of Drone Delivery (2020)

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Singapore's drone sector takes off with more potential for range of uses: Industry players (2020)

<https://www.channelnewsasia.com/singapore/drone-sector-growing-singapore-unmanned-vehicles-deliveries-621126>



 sg.finance.yahoo.com

Walmart eyes drone delivery future with investment in DroneUp

Walmart (WMT) has invested in drone delivery company DroneUp following a pilot last year with automated deliveries of COVID-19 nasal swab test kits as the world's largest retailer aims for drone deliveries at scale. "The trial demonstrated we could off...

Why Flying Drones Could Disrupt Mobility and Transportation Beyond COVID-19 (2020)

" When autonomous drones deliver parcels, their operational costs are at least 70% lower than a van delivery "

Foodpanda collaborates with ST Engineering on drone food delivery trials (2020)

Mr Teong Soo Soon, ST Engineering's UAV (unmanned aerial vehicle) business vice president said he expects to eventually see a network of pre-approved flight routes, where drones can be safely used for deliveries.

The use of drones would allow for deliveries to fly directly from one point to another in a straight line, bypassing traffic and other obstacles, allowing for speedier deliveries, he said.

Singapore's drone sector takes off with more potential for range of uses: Industry players (2020)

In 2018, Singapore's Ministry of Transport and the Civil Aviation Authority of Singapore awarded a consortium led by Nova Systems a project to undertake the research and development of UTM technologies here.

Its researchers have spent two years studying and developing measures to be able to customise and safely scale up multiple UAS operations in Singapore's densely populated and urban environment.

Last December, it said it successfully completed the second stage of flight trials for UTM in Singapore, including a study of the telecommunication network and the operational suitability of 4G and 5G networks.



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