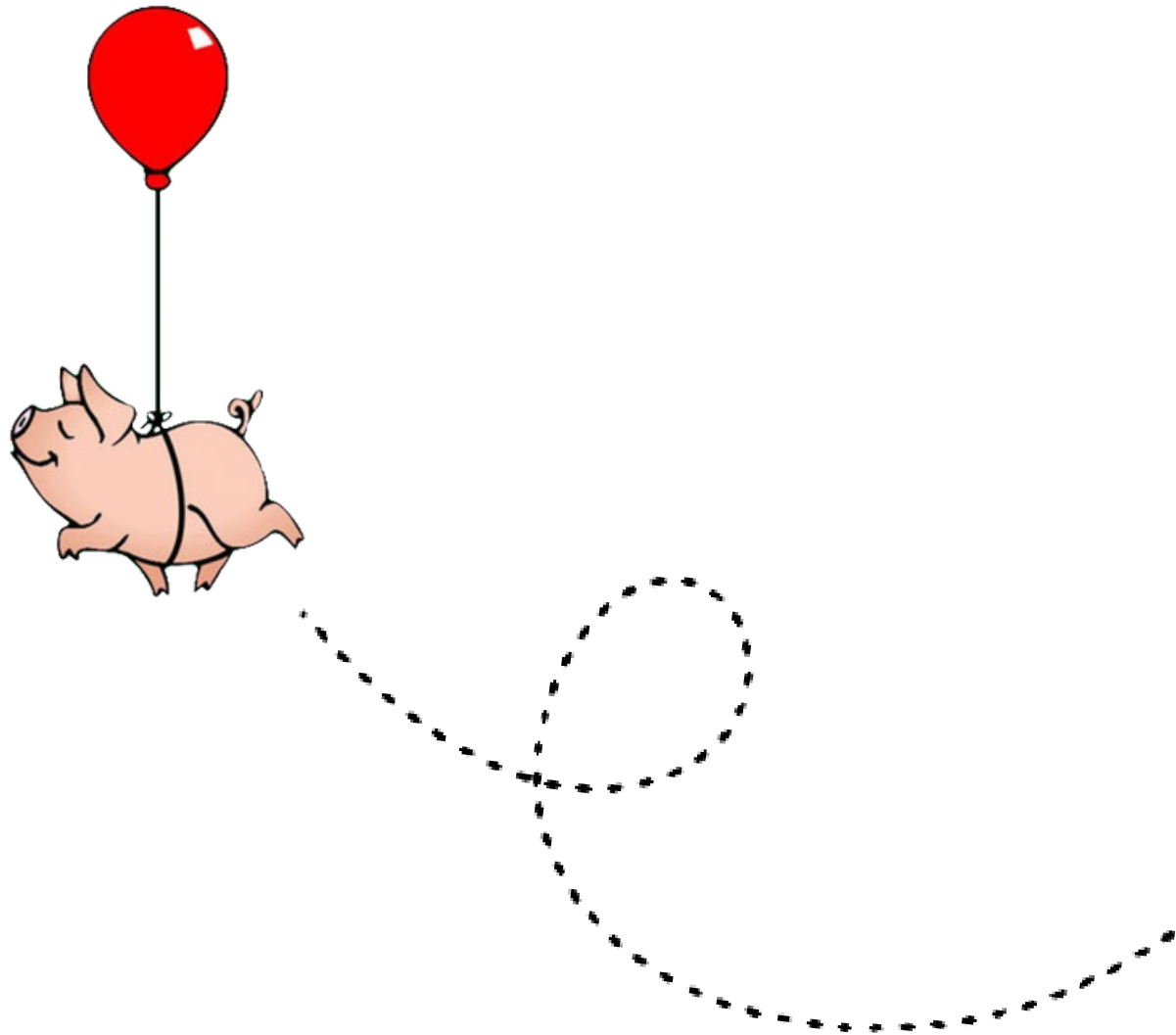




WHEN-PIGS-FLY.CA

NOT IF, BUT WHEN PIGS FLY.



WHERE CONSULTANCY ROOTED IN CUSTOMER-CENTRICITY,
OPTIMISM, AND INNOVATION, DELIVERS SMART,
CALCULATED, AND TACTICAL RESULTS.

NOT IF, BUT WHEN PIGS FLY.

- 03** THE CLIENT
- 04** CLIENT PROFILE + SUMMARY
- 05** START WITH THE FACTS
- 08** KEY OBJECTIVES
PART 1: Foster audience 'interest' &
'chatter' surrounding accessories
- 09** KEY OBJECTIVES
PART 2: Align operations
- 12** MILESTONE GUIDE
- 13** MILESTONE ONE
- 14** MILESTONE TWO
- 15** MILESTONE THREE
- 16** MILESTONE FOUR
- 17** MILESTONE FIVE
- 18** MINIMUM VIABLE
PRODUCT (MVP)





OUR STORY IS SIMPLE REALLY.

We found that wireless telco providers
today just weren't that great...
And their customer service was even
worse.

So we made a list of everything that we
could do to make it better

Coverage, plans, speed, getting rid of
locked-in contracts, benefits and extras...

You name it, we considered it.

Testing out so many different possibilities

Some worked, and some didn't

Took a while...

But in the end

We did it!

Introducing 'the members first' cellphone
service by Virgin Mobile.

We're a fast, reliable, and straight up
awesome carrier, that's got your back.

CLIENT CONTACT

JASON YEE

Sr. Manager Digital Marketing & Acquisition
jason.yee@virginmobile.ca

720 King Street West, Toronto, Ontario, M5V 2T3

www.virginmobile.ca/

THE CLIENT

CLIENT PROFILE AND SUMMARY

Uniquely positioned, aiming mainly at delighting their members. Looking inward, adapting services and products offered to what their customer wants and needs – rather than simply altering a version of what their competitors currently provide

Not mimicking, not chasing price-sensitive customers, and not locking customers in with negative retention strategies. What Virgin Mobile offers instead, is a sense of community, trust, and real care, in the form of member benefits, transparency, and customer service that exceeds expectations.

Ok, so you're a great brand, with a clear voice. You've got a solid e-commerce site, and consistent sales growth of approximately 200 new members per week...Great, so how can you capitalize and grow the business even more through that very steady stream of newcomers? Bring accessories online too, of course. So, How?

Simple. You offer enough value so that customers are not just willing, but instead, are eager to make the change from their current alternative. Although switching costs add friction, 57% of customers switched to a competitor that provided a better experience.

Simple concept to understand, but it definitely won't be a simple feat to accomplish. Once executed though, the launch could bolster sales significantly, encourage acquisition, and even move to strengthen retention.



START WITH THE FACTS

84%

of customers say being treated like a person, not a number, is very important to winning their business.

70%

of customers say understanding how they use products and services is very important to winning their business.

59%

59% of customers say tailored engagement based on past interactions is very important to winning their business.

All three facts support the impact a strong Omni-Channel strategy will have on Virgin Mobile's business. The key to 'attracting more customers' will be to break down any necessary silos in order to provide a seamless transitioning of data from multiple touch points and channels. Virgin Mobile already does a great job at this, recognizing and treating members as human, not a number, however, upon adding accessories for sale online there may be room for improvement. In addition, as far-fetched and difficult to attain, as an AI platform would be, it'd also serve to make many of the personalization recommendations, and actions automatically, to serve customers an exceptional experience; especially when a whopping **67% of customers admit that their standards for 'good' experiences are higher than ever**, and understandably so. The competitive landscape and technological advancements are raising customer expectations at a breakneck pace, but these very customers are willing to pay more for it.



OPTIMIZE THE ENTIRE FUNNEL



Virgin Mobile's e-commerce business operates as any other, vying to keep the customer engaged and happy. Leaders in the space have mastered the art of exceeding customer expectations. Like Amazon, optimizing the entire funnel, making it easier, more enjoyable, safer, faster and more reliable for customers to purchase with them, and creating processes that help the business deliver on that promise. Much of their success is attributed to their unique warehousing and fulfillment process, of which Virgin Mobile can easily emulate. From front facing intuitive journeys, to back-end operations that'll work together harmoniously.

72%

of customers say they share **good** experiences with others

75%

of millennials admit to purchasing a product as a result of Instagram influence



But why stop there? Why not capitalize on it further? Especially when 72% of customers say they share good experiences with others, in-person or online. So, not only is social media a place where WOM (word-of-mouth) can spread effortlessly, but it also happens to place the majority (if not all) of Virgin Mobile's customer base within reach, and capable of building their audience and reach further. Acknowledging this, and the fact that over 75% of millennials admit to purchasing a product after being influenced by (friends or influencers on) Instagram. Using the tool as more than an entertainment source for members, Virgin Mobile can build upon its presence, to strategically educate and entice.

FURTHERMORE, REELING THE POTENTIAL CUSTOMER IN ONCE THEY'VE ARRIVED ON AN OWNED MEDIA PLATFORM...

be it the Virgin Mobile social page, website, APP (or more), using powerful psychological pricing techniques will further help encourage a purchase. Some tactics that could potentially be employed would be to add:



Bundling complementary products together—for example, a member could see an option where a screen protector and phone case are sold together at a bundled price. Or another, with a phone charger and carrying case listed together offering a discount on the unit price when paired.

Multi-save-Buy More Save More option gives members the opportunity or even 'perceived opportunity' that they'll save more if they purchase more



Charged upon contract-adding the option for purchase of accessories as a step in the process of signing up for a phone and plan, this makes it look like the typical 'first time payment'—one that many are accustomed to.

Reframing the value-by allowing post-pay customers/members to add the purchase of accessories to their next bill.
Receive item now, charged for it later..



IT'S BETTER TO BE A MEMBER



KEY OBJECTIVES

1. Foster audience 'interest' & 'chatter' surrounding accessories

Announce accessory launch online via text blast for members

"Oh hey member, just wanted to give you a heads up that we're working on bringing all your favourite phone accessories online...and because you're pretty awesome, here's [insert deal] just to say thanks". Blast texts 1-2 weeks prior to launch)

Potential partnership

Partnering with up and coming brands, like Mous and JBL, instead of reaching for more top tier brands like Beats by Dre, and Apple. Not only will Virgin Mobile's already constricted budget appreciate it, but leveraging the partnership to gain valuable insights in addition to growth, will help Virgin's 'long-game' approach. Will be mutually beneficial for both parties, whereby gaining audience, reach, and most importantly a trust. Those loyal to your partnering brand will have a higher likelihood to trust the partnership, and therefore be more receptive to suggestions from Virgin Mobile.

(Example campaign to announce partnership with Mous could have Sir Richard Branson mimic Mous's infamous 'drop test', having him drop his phone from a plane... hypothetically)

Align social media

How else can you expect to increase the chatter needed around accessories? Virgin Mobile needs to BE PRESENT, fully dedicated to engagement, tactfully.

Engagement should include recommendations. Understandable as to why you've avoided doing this in the past, keeping sales and social separate, for the fear of going against what the Virgin Brand stands for. That being said, followers and customers alike, are also human, and do tend to appreciate subtle pushes and reminders, and even expect them to a certain extent-only when done correctly. We want our favourite brand to know what we want and need, before we even search for it.

This will allow Virgin to be where your audience is, and also gives you an increased opportunity to turn loyal customers into brand advocates. Not a simple feat, but one that's worthwhile if you:

1

Create valuable content-educates and entices

2

Share user-generated content

3

Work with social media influencers

KEY OBJECTIVES

2. Align operations

UX Design

1

Clean, lean and effective layout-

Make the layout simple and intuitive reducing confusion and possible friction, because bad experiences tend to resonate. Giving members what they expect to see and want, will thereby minimize potential bounce rates and maximize conversions.

2

Engaging product detail pages-

Pictures and videos should be used in addition to text, because they have the ability to do more than just showcase, they have the power to engage, instruct and/or influence members.

3

Reviews-

Allowing members to see what customers just like them thought of a particular product, bolsters trust through transparency, and interest.

4

Most popular-

Using a simple #1, star or even a medal icon subtly placed on the product image suggests to the member, that its purchased frequently above other similar products. Delivering an authentic guidance that'll give members the confidence they may have needed to purchase something online.

5

Easy checkout-

The process needs to be simple, predictable, safe and frictionless.

Chatbot reply text message (pre-determined phone number or 5 digit number)

Automated respond and send with Omni-channel understanding and distribution. For example...John Smith send text to Virgin Mobile's number saying "need a screen protector", the chat bot would reply with..."Hey John, We got you...Just want to confirm, are you're still using your iPhone 8?". And then John may reply either: "Yes", OR "No, I've got an iPhone XS now" and Virgin Mobile's response would be identical for both scenarios..."Perfect. On its way". Purposefully quick, and not taking the opportunity to ask if there's anything else they can help with, or upsell. This ensures that the Virgin brand upholds their friends with benefits stance, not the 'other guy'.

PRICING STRATEGIES

- IN GREATER DEPTH

REFRAME THE VALUE

Allowing only post-pay customers the ability to add accessories to their upcoming bill, will not only reduce friction, but will also grant members a little more time to come up with the funds, less pressure, therefore it becomes more enticing.

MULTI-SAVE

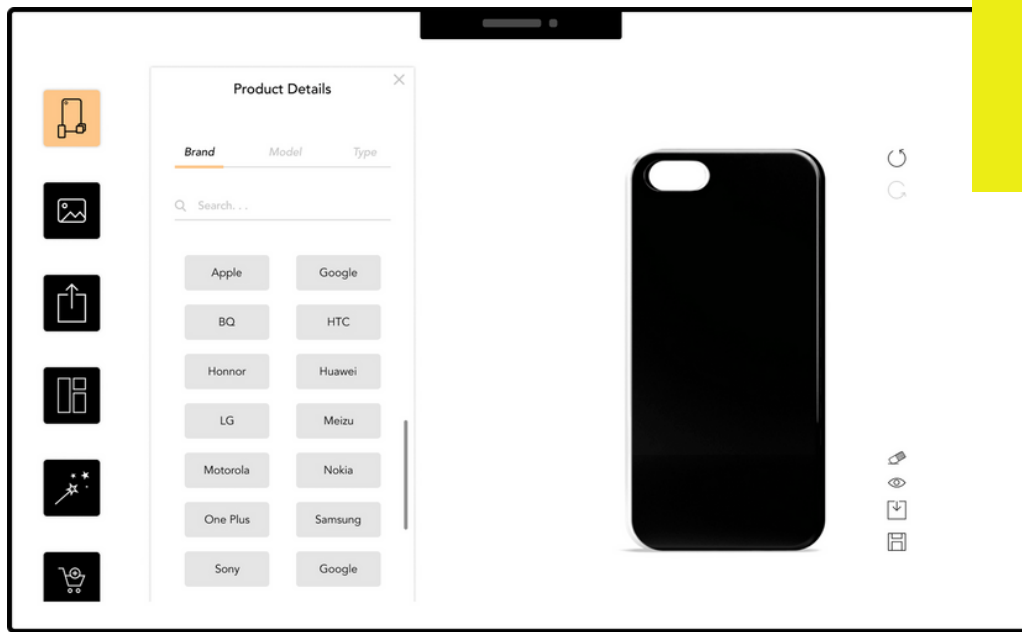
It is typically a perceived cost saving to the customer, one Virgin Mobile will work into the price of the accessory products prior to listing, not necessarily reducing basket values. 'Buy-more save-more' tactics simply encourage members to consider more products, versus just looking at what's on sale or at regular price, because they'll save more if they 'purchase more'.

BUNDLE COMPLEMENTARY ACCESSORY PRODUCTS TOGETHER

Bundling together—for example, a member could see an option where a screen protector and phone case are sold together at a bundled price. Similarly, with a phone charger and carrying case listed together offering a discount on the unit price when paired.

CHARGED UPON CONTRACT

Adding the option for purchase of accessories as a step in the process of signing up for a phone and plan, this makes the overall purchase total look like the typical 'first time payment' many expect from cellular service providers anyway. Grouping an accessory purchase together with their phone and plan as a lump sum that many are accustomed to, may seem different than isolating the purchase on its own, and having to justify the price/cost.



Option-Phone case personalization

Although it'd be costly to produce and offer, it'll act as a loss leader-sold below cost to attract customers. Having this aligns with the brand, and can be utilized in MANY ways... allow customers to send as a gift, can complement a unique hashtag Virgin Mobile is using, empower customers with control over what they want... and more.

Fulfillment and Inventory management strategies

01

LEAN INVENTORY MANAGEMENT

- Keep just enough inventory to meet the demand, more may harm your businesses bottom line.
- Organize warehouse in a way that grants easy, and fast retrieval (locate, sort, and ship orders).
- Inventory management softwares -estimate customer demand, avoid 'out-of-stock', reduce operating costs, and even improve customer service/experience

02

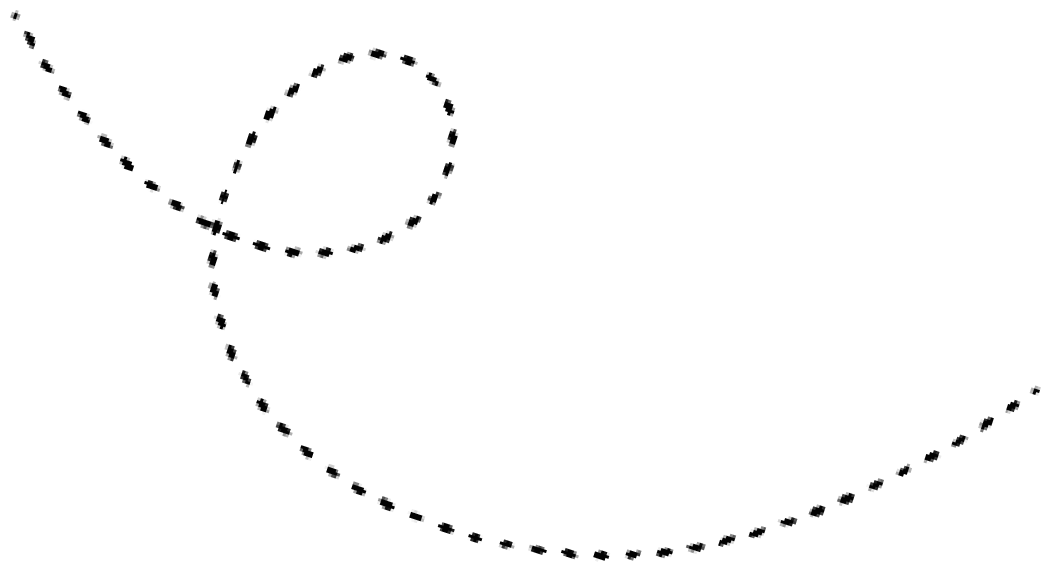
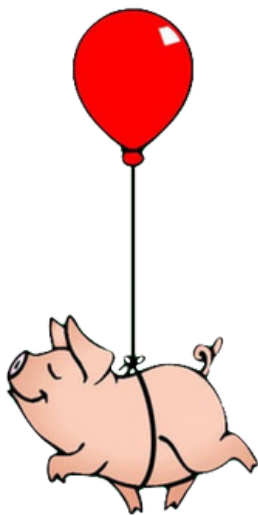
WAREHOUSE MANAGEMENT OR THIRD PARTY LOGISTICS (3PL)

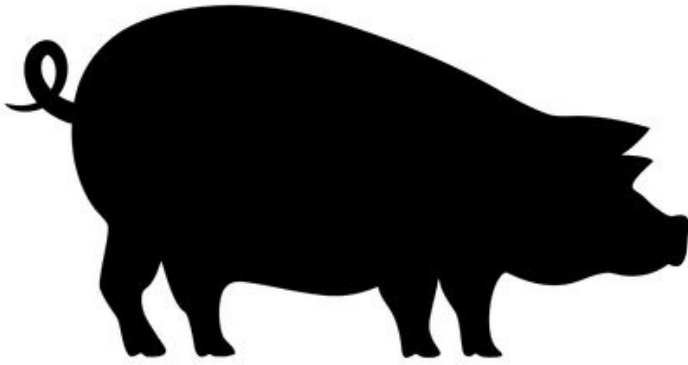
- Optimize all warehouse operations, by automating processes (efficiencies at every level), ex. labelling for stock, can be automated with conveyor belt machinery/etc.
- Paperless picking and packing, shipping/delivery, returns and more.
- Or consider hiring a fulfillment centre to do all your tracking, stocking, packing, shipping, and returns (third party)



The key, is tackling bottlenecks immediately, and consistently looking for ways to improve efficiencies. Even when it appears as though operations are fine, adhering to this continual reiteration approach will serve to keep business ahead of competitors.

**A LOT TO CONSIDER, AND
MUCH TO MAP OUT,
DELIBERATE, ITERATE,
APPLY, AND LEARN FROM.
FOLLOWING THE
MILESTONES BELOW MAY
HELP PROVIDE A GUIDE
FOR WHAT TO PRIORITIZE.**





MILESTONE ONE

DECIDE PRODUCTS TO BE OFFERED

Develop a comprehensive list of all the products that'll be sold online. That includes brands, products, colour variations per unit, size, weight of package and individual piece, etc. This will help move forward in determining best forms of storage and delivery, as well as how the site will feature/visualize what's available.



MILESTONE TWO

FULLY CONCEPTUALIZING
WAREHOUSING AND
FULFILLMENT



Once understood how to maximize efficiency, and what the best forms of tagging, storing, tracking inventory, collection of orders (real-time), packaging, shipping/delivery (Canada Post, expedited shipping?, partner with Uber/Lyft to offer 1 hour shipping), etc. only then, can you move to consider how the customer facing screen will look.





MILESTONE THREE

DESIGN THE USER EXPERIENCE (UX)



Answer key questions:

How will members see, and interact with the accessories pages?

Will they be prompted, if so, when?

*Possible nudge could be during the time they build out their phone and plan. Instead of asking members..."would you like a case, or headphone with that?", a subtle nudge could look like "the next step"...

Step 1: Choose Phone

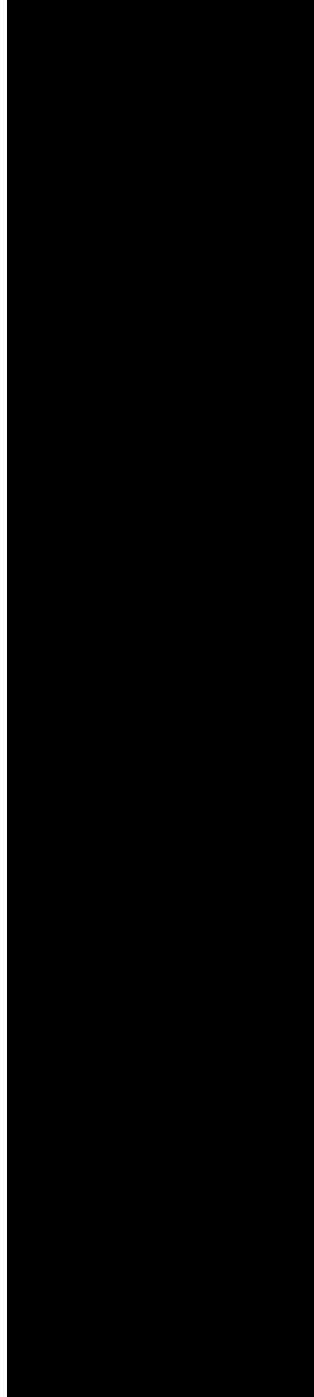
Step 2: Choose Plan

Step 3: Choose Accessories (but can opt out if not needed, or wanted)

This introduces the topic in a respectful way, as well as lets member know that accessories are sold and readily available with purchase (delightful & frictionless).

Is the selection limited based on member, if so, who gets access to what?

Will the APP feature accessory sales? OR just the website? Or both in the long run, starting first with website sales, featuring just a redirect link on the app? For example, if fulfillment processes allow for a 1-hour delivery service, then designing the site page to reflect this will be important, because that in itself may be a deciding factor for a member-do they want to see, feel, and use it as soon as possible?

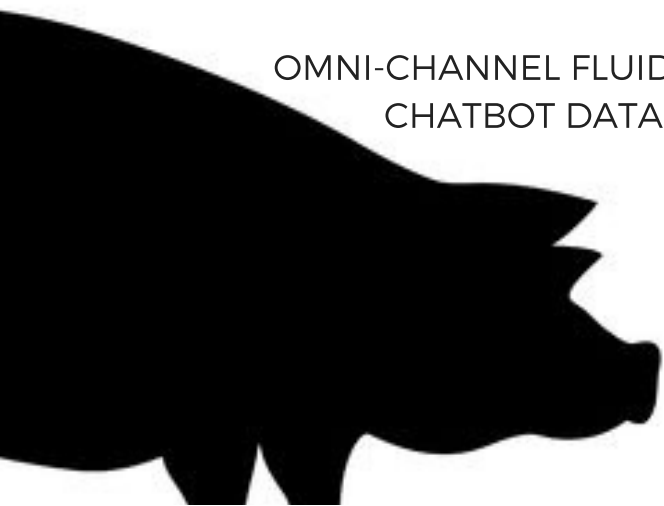


Ensure customer data is valid and available through each channel, integrated seamlessly to show real-time data. Name, birthdate, address, purchase history, engagement level, etc. This will allow for automation where possible.

For example, If John Smith requests a new screen protector via text, the chatbot should be able access John Smiths data automatically (by retrieving the data related to the phone number used) and with a simple “Hey John Smith” reply...Virgin clarifies that it is also in fact still John Smith. Sending screen protectors and standard cell phone cases this way will boost brand affinity, and sales.

MILESTONE FOUR


OMNI-CHANNEL FLUIDITY &
CHATBOT DATABASE



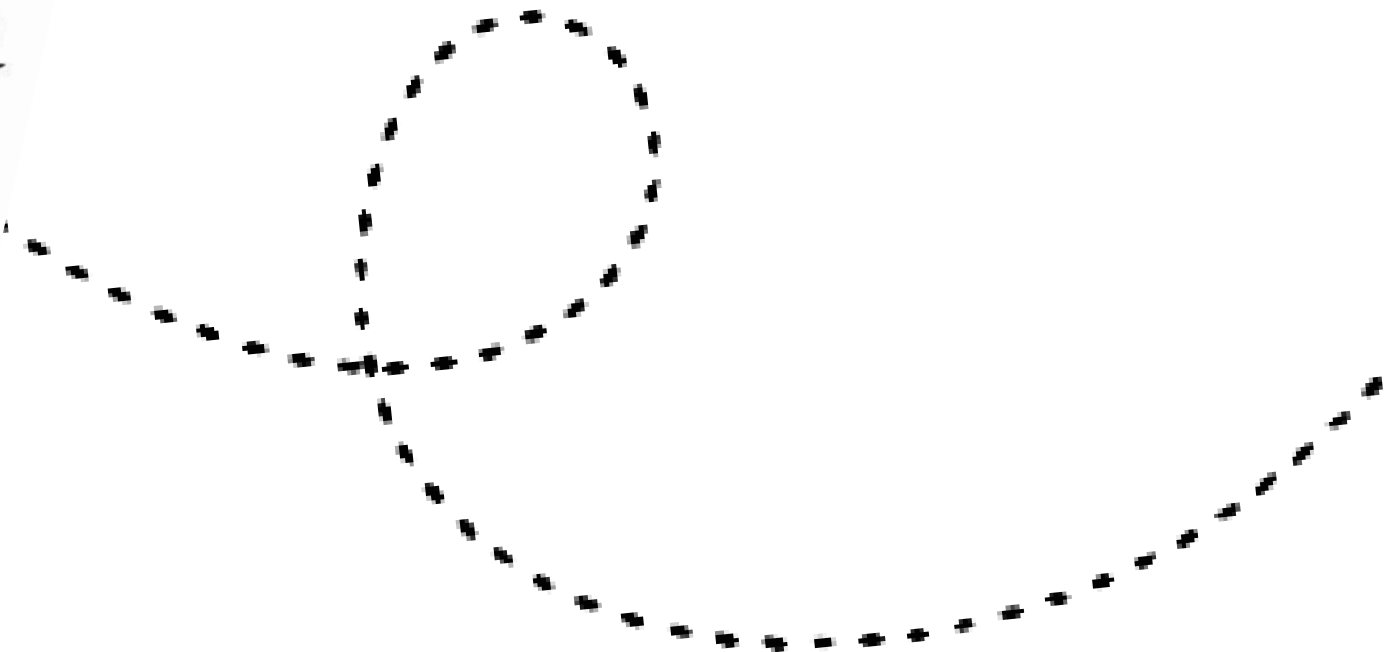


MILESTONE FIVE

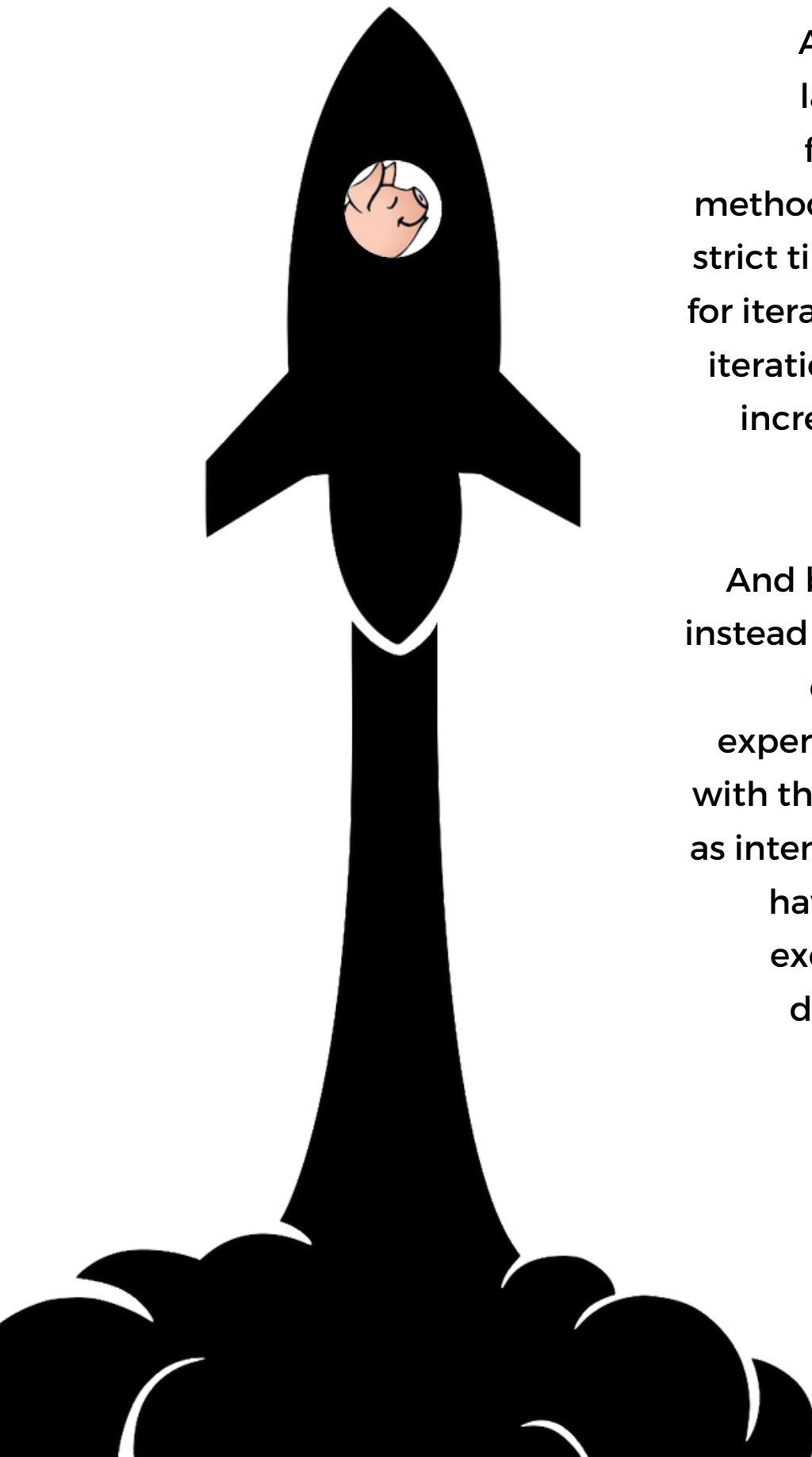
SOCIAL MEDIA PLAN



Build out content calendar, create hashtags that'll be unique to the accessories launch, find micro-influencers to partner with, scan followers for content that's shareable and feature them, develop contests for Social that'll promote accessories, etc.

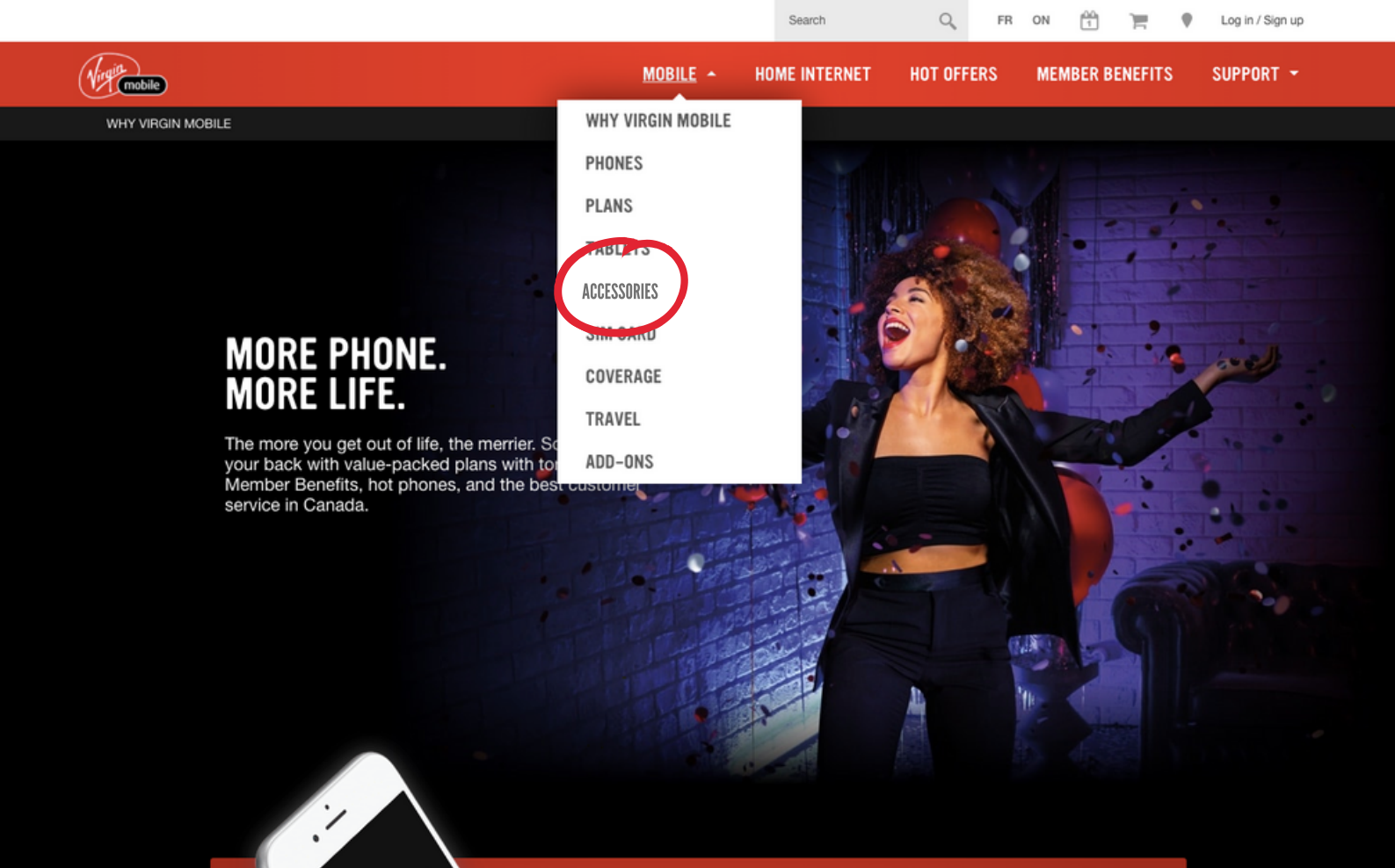


LAUNCHING THE MVP



As tempting as it is to launch ASAP, moving forward with an agile methodology, adhering to a strict timeline, and allowing for iterations, and further re-iterations to take place will increase the likelihood of success.

And by doing so correctly, instead of prioritizing speed, customers will get to experience the interaction with the new service online as intended, moreover, even have their expectations exceeded. Surprise and delight always impact retention..



A minimum viable product (MVP) could be released upon completing each of the above steps.

Only when launched, can you then build, measure and learn, starting what will revolve as a continuous cycle optimizing current operations, testing it again, and then learning from the outcome.

But releasing the offering online before the seams are ironed out with warehousing, and fulfillment, and before having customer data available in real-time on all channels (solid omni-channel strategy), you risk executing on your promise effectively.