Success story
Increasing registrations
on operator services

Mobilink

mobile connect

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Increasing registrations on operator services

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Overview of the Mobilink success story

Mobile Connect is a new standard in authentication driven by mobile operators around the globe. It provides a simple, secure authentication mechanism.

Mobile Connect has been implemented very successfully on several operator services. Among those, Mobilink (Pakistan) have taken the deployment of Mobile Connect as an opportunity to simplify the user experience on their online self-care portal with a view to increase usage.

Mobilink enabled Mobile Connect in early 2016. Their USSD-based solution was made available to their 38 million subscribers. In June 2016, they decided to keep Mobile Connect as the only option to access their online self-care portal.

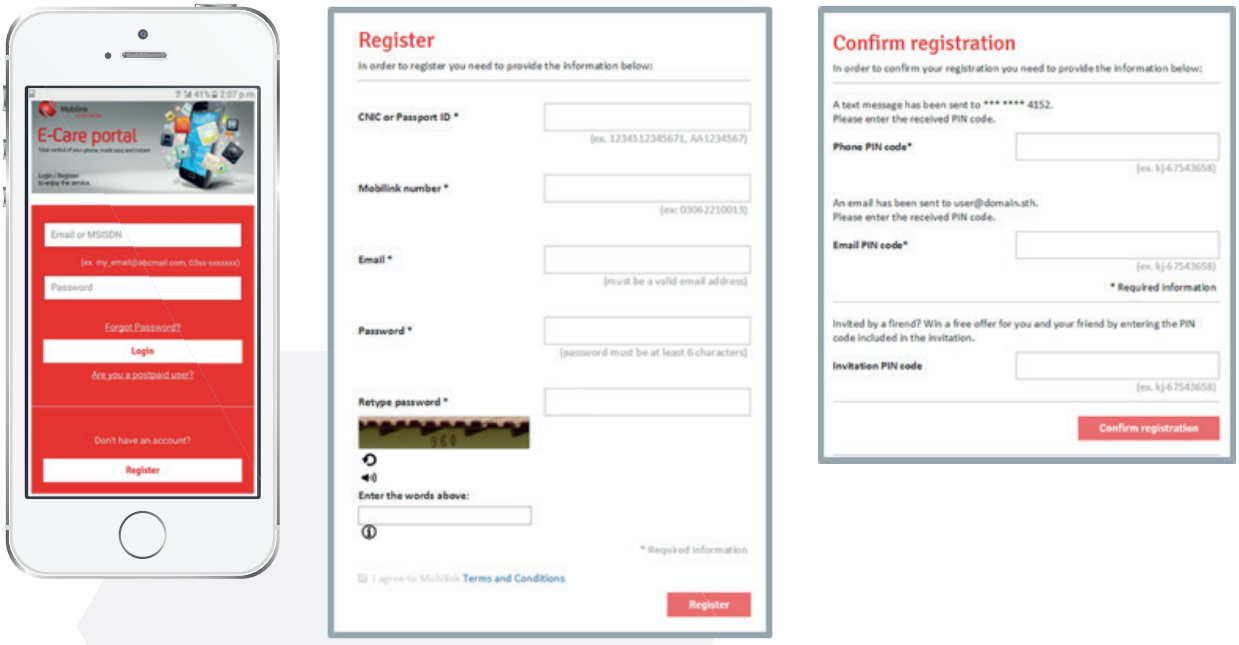
The replacement of a cumbersome registration process by a solution offering similar levels of security but with a much simpler user experience was successful, with registrations on the Mobilink self-care portal soaring immediately after the change.

Before Mobile Connect: a cumbersome process leading to a low number of registrations

Mobilink wanted to make their online self-care portal a secure place where all subscribers could access their account to view their call history or top-up their balance, etc. The registration process to have access to this type of information involved creating an account with an email address, phone number verification, PIN and password creation as well as a Captcha code. Unfortunately, this process became cumbersome, resulting in a low number of registrations.

The information accessible on the self-care portal can be personal (e.g. call history), therefore Mobilink wanted to ensure that only the correct phone owner could access their account. The registration process was made so that only the phone user could create the account and only that person could access it afterwards using their email address and password.

REGISTRATION FLOW BEFORE MOBILE CONNECT

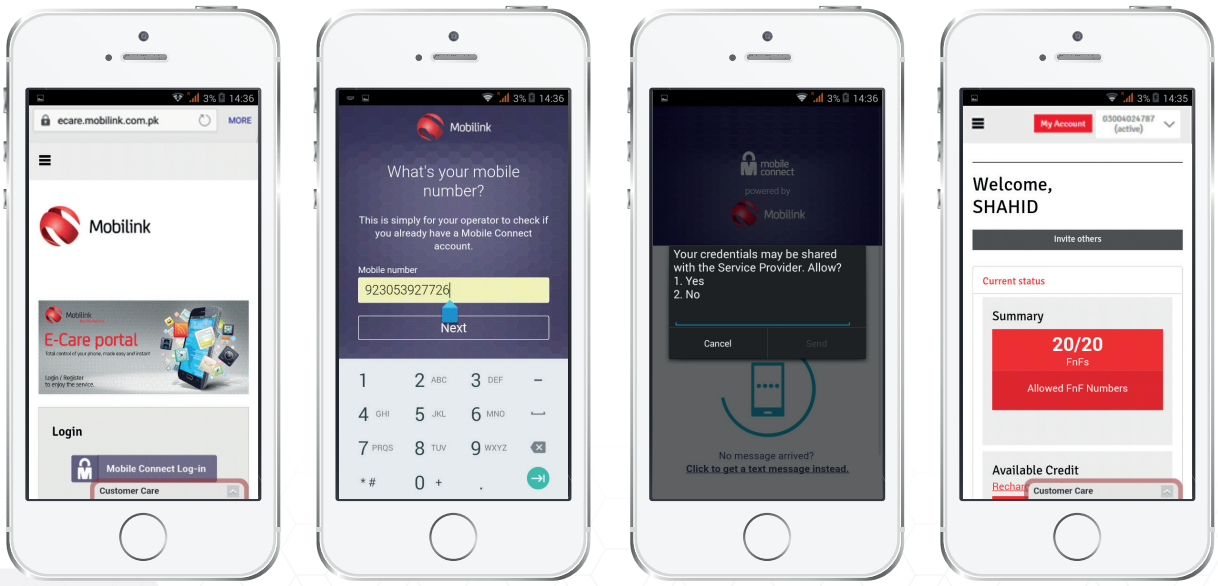


Implementing Mobile Connect: simplifying the user journey without compromising security

When they decided to deploy Mobile Connect, Mobilink immediately saw it as an opportunity to simplify their registration and authentication process in order to drive usage of the portal and reduce the volumes going through other channels.
From the user experience perspective, the process became much quicker as the registration and authentication process was reduced to two steps at most: customers accessing over Wi-Fi now need to enter their mobile number and confirm on their phone via USSD. Customers accessing via mobile network only need to press the Mobile Connect button.

From a security perspective, a person able to log in using Mobile Connect is always necessarily in possession of the device. This means the online portal does not display any personal information which could not be accessed by other means.

CURRENT REGISTRATION FLOW WITH MOBILE CONNECT OVER WI-FI



> The overall result in using Mobile Connect consisted of a secure login mechanism and a greatly simplified user experience

After Mobile Connect: significant increase in the usage of the portal

In June 2016, Mobilink decided to implement Mobile Connect offering it as the only login mechanism for their subscribers to access their online self-care portal.

After the changes were made, Mobilink immediately saw a 146.8% uplift in the rate of visitors registering on the portal the moment Mobile Connect was introduced. As a consequence, the number of monthly registrations is now 79% higher than before Mobile Connect.

The usability of USSD remains a problem, with a number of customers not completing the login/ registration process due to a disconnected user experience. Mobilink is currently improving the Mobile Connect user journey which should lead to further increase in uptake over the coming months. Mobile Connect is also available to Mobilink customers as a login option on other services, such as the Rozee job portal or the HomeShopping digital commerce website.

> The number of monthly registrations on the portal is now 79% higher than before Mobile Connect

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Sharing best practice

Any improvements you have made to your deployment(s) which have translated into strong numbers?

We want to hear about your experiences – and with your permission, help you share them for the benefit of all operators working in the Mobile Connect ecosystem.

Please get in touch with our Mobile Connect team at GSMA London, mobileconnect@gsma.com

To find out more about Mobile Connect, please visit **gsma.com/mobileconnect**

GSMA Personal Data

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