



LAUNCHING CLONE PHONE



EE launch Clone Phone, acquiring 250,000 new customers and tens of millions of pounds in new revenues within the first 12 months



EE runs Insights workshops with key customer segments and internal teams



The team then run creative Big Talk workshops – co-creation sessions with staff and customers



Ideas are worked up to clear propositions including business case and developed with with internal teams



250,000

NEW CUSTOMERS IN
YEAR ONE

OPPORTUNITY

EE was set to launch a new brand in the UK – in fact, it was the biggest brand launch in the UK for the last 5 years. We were challenged with designing a disruptive new service innovation (that people would pay for!) for EE, using existing assets, but delivering something genuinely new to the market place. Our client knew that great new services in the sector was a sticking point for consumers ('where are you going to add real value?'), but also an area that represented a big opportunity for the new brand.

APPROACH

To deliver this project we helped our client really get a good understanding of what their customers expected from new services and service in general. To do this we set up a co-creation process with consumers and staff, but we also knew that to create really stretching innovation, we would also need to look outside our own sector so we went to visit experts from parallel worlds – from airlines to call centres.

We then spent two months working with a mixed group of consumers and our client team. The consumers were selected to represent a number of our clients key segments. We 'up-skilled' our consumers so they became part of our team – this meant meeting them several times, giving them tasks to complete on our behalf and finally bringing them together to participate in co-creation workshops with us. Combined with our expert interviews we managed to identify six big opportunity areas for EE.

We ran several Big Talk workshops to generate new ideas ; taking our group on a journey through the challenge of delivering great services in Mobile, the opportunity of designing new services against their specific needs and using parallel worlds for inspiration. Consumers built 5 killer ideas – including one they named Clone Phone. Following the Big Talk workshops, we then worked with our client team to develop the proposition for launch; identifying a business model that already existed within the business for us to re-appropriate and develop

IMPACT

We launched EE Clone Phone in September 2012 with the launch of the new brand. Clone Phone was an idea (and name!) developed with consumers, EE team and experts in 2011. It has now become the hero proposition for the new brand launch, signing up 250,000 new contracts in the first 6 months at a £6-10/ month price point

