Right Product Right Customer Project:
Performance update for new acq and plans for in-life customers

Purpose of RPRC project

New Acq: *Reduce 20k customers a month joining TalkTalk who then go on to experience Demand related problems with their service. These customers are joining on Fast Broadband when they should be on Fibre…but the customer doesn't know that!*

In Life: *Reduce 500k+ existing customers who have demand problems, broken down by package as:*

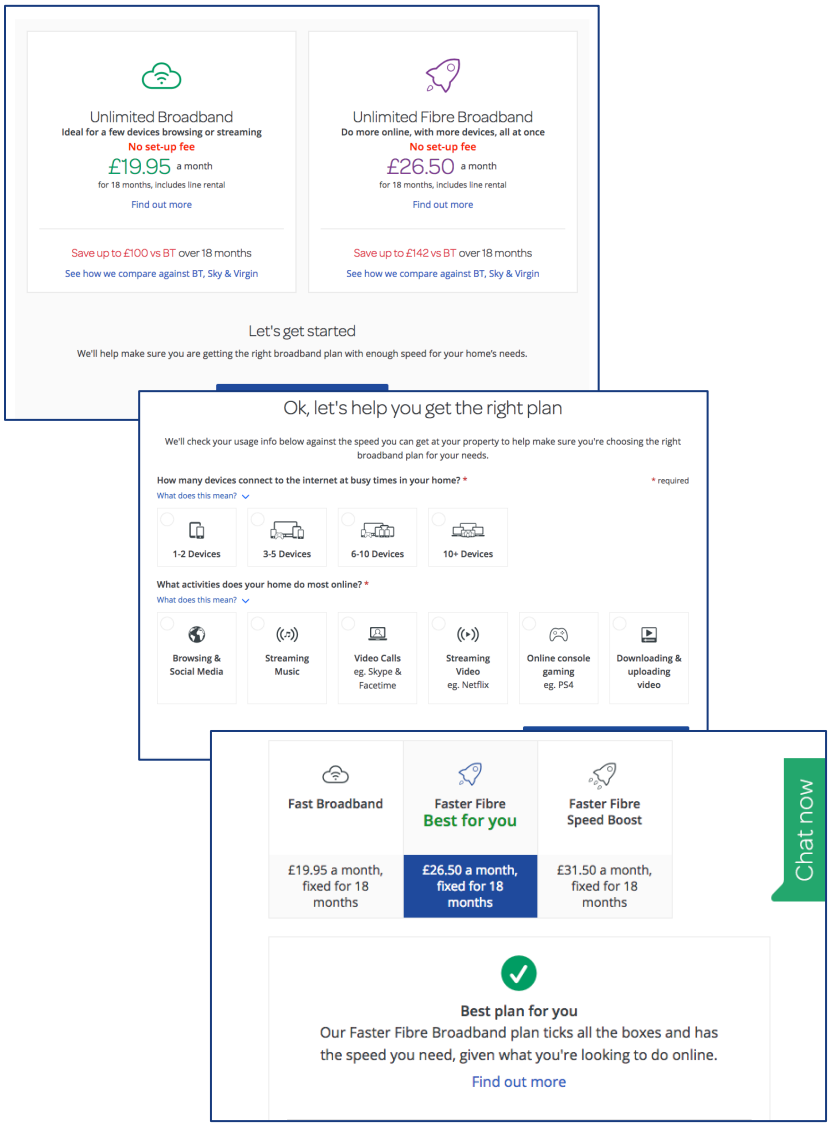
- *Fast: 230,983 out of 645,474 total*
- *SBB: 118,699 out of 304,159*
- *Essentials: 39,627 out of 129,704*
- *Essentials TV: 58,497 out of 164,080*
- *Legacy: 33,554 out of 155,370*

We know customers with demand problems churn more, complain more, call us more therefore we want to get them onto the right product for their needs at point of sale or upgrade

Note: overall new acquisition Fibre sales mix for Online is around 38-42% depending on pricing.

Right Product Right Customer – Ambient

100% of traffic pointing to RPRC journey. Live to 100% from mid-Jan.



Changes we've made:

- Redesigned New Acq sales journey:
  - Removed product selection - updated homepage/broadband product pages
  - Built RPRC device/usage questions & recommended product logic
- Migrated new RPRC components successfully into CMS and now they are live on /shop site (13th Feb)

Performance:

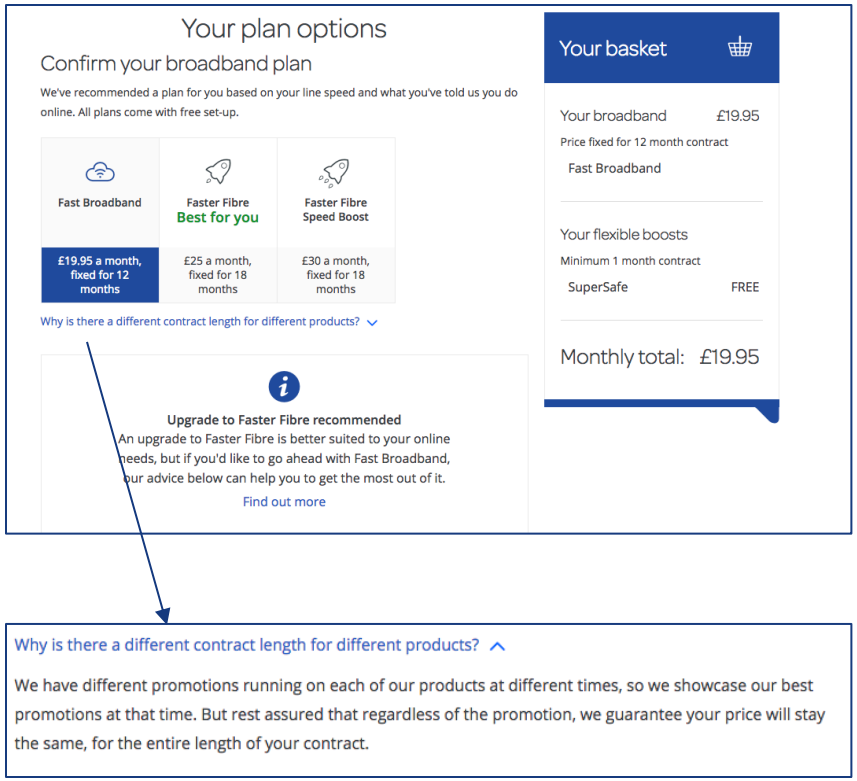
- **Fibre mix @ 45% -** statistically proven that RPRC increased this by 13% vs. control.
- **Conversion rate @ 0.6%** - statistically proven that RPRC drove a 10% increase in CR.
- **Recommended product take up @ 71%** - fluctuates depending on Fibre price

Next steps:

- Remove dependency on Maxymiser redirect and migrate all CMS components to /shop site
- Test whether we can improve recommended product take up further – is 71% enough?!

Right Product Right Customer – Affiliates

50% of traffic pointing to 3 top selling portals (out of 33). Live since 5th Feb.



Changes we've made:

- Created ability to handle different contract lengths within recommendations to promote LEAD offers i.e. 12 month Fast > 18 month Fibre
- Given different customer behaviour on Affiliates vs. Ambient, we've changed the experience slightly so a customer remains on their pre-selected product rather than recommended product.

Performance:

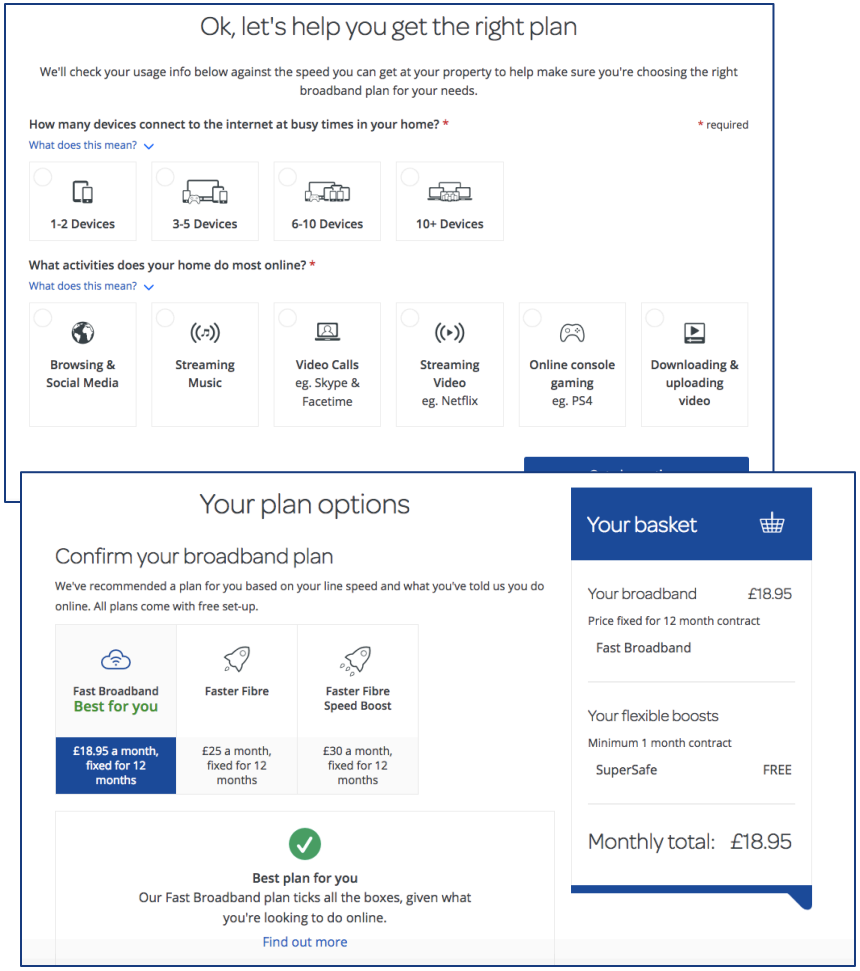
- Fibre mix flat @ 41%
- Conversion rate down 4% (7.79% Test vs. 8.12% Control)
- Recommended product take up @ 60%

Next steps:

- Approach isn't quite working as we'd hoped and we're finding it harder to shift Fast > Fibre so we are optimising and plan to test a new marketing-led approach i.e. highlighting special offers and benefits of Fibre much clearer. "*Only £5 extra and get all this!*"
- Once comfortable with stats, roll out to biggest partner uSwitch - 25% of online sales

Right Product Right Customer – PPC

Live to 50% of traffic across all 3 PPC portals. Live 12th Feb.



Changes we've made:

- Same customer experience as Ambient but PPC is paid traffic that is higher converting so needed to be tested separately
- New PPC Product Pages had to be built separately in the CMS to enable us to handle different promotion prices between Ambient vs. PPC
- Resumed testing to 50% only on 12th Feb so data is still early days but is very encouraging…

Performance:

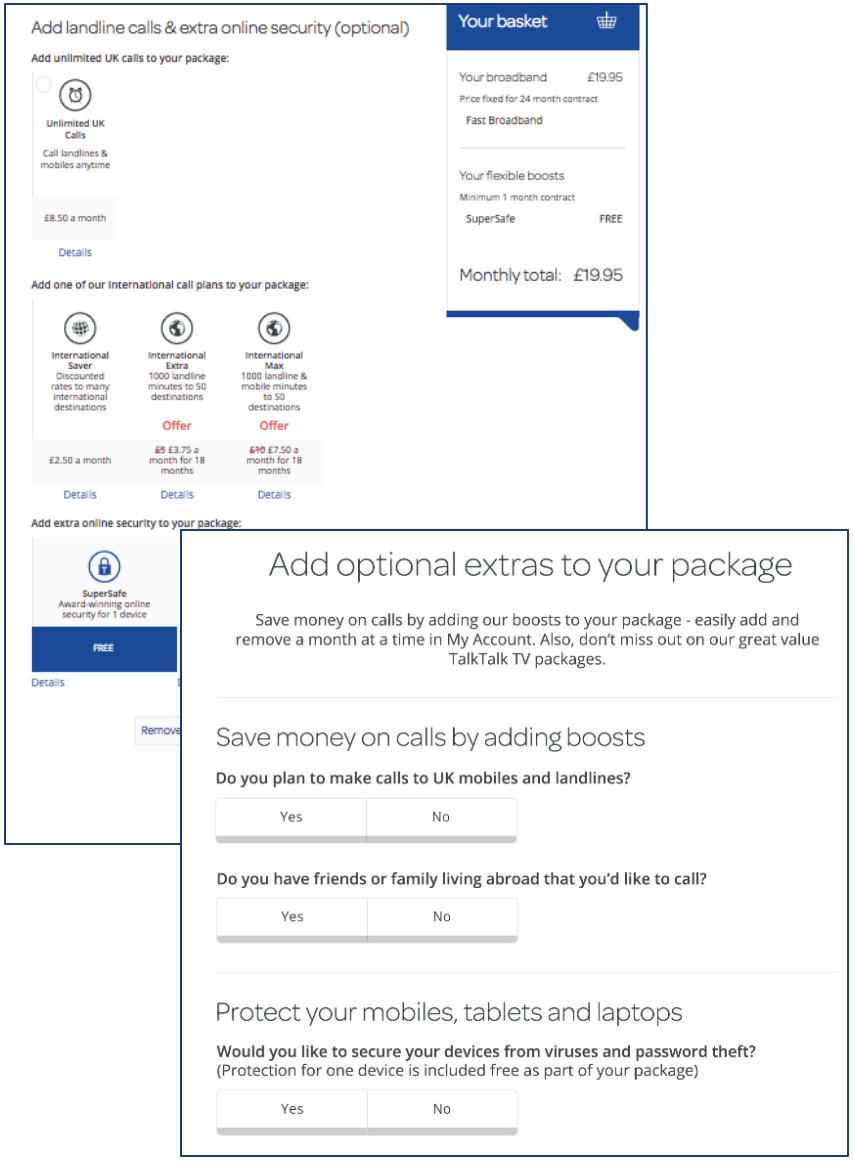
- Fibre mix up 33% (52% Test vs. 39% Control)
- Conversion rate up 25% (2.72% Test vs. 2.17% Control)
- Recommended product take up @ 69%

Next steps:

- Monitor results and share impact with Trading
- Roll out to 100% of traffic and remove Maxymiser redirects

Right Product Right Customer – Call & Supersafe Boosts

Live to 50% on Ambient & 50% on 1 PPC portal.



Changes we've made:

- Split out Call Boosts & Security into distinctive sections
- Trialled an RPRC style 'question based approach' to help users engage with the products and understand if they actually need

Performance:

- Boost attachment rate overall is up 4% vs. default.
- Unlimited calls attachment is up 1% but we feel this isn't enough to justify rolling out the new experience

Next steps:

We feel that we need to try a new approach so we plan to re-test a whole new layout.

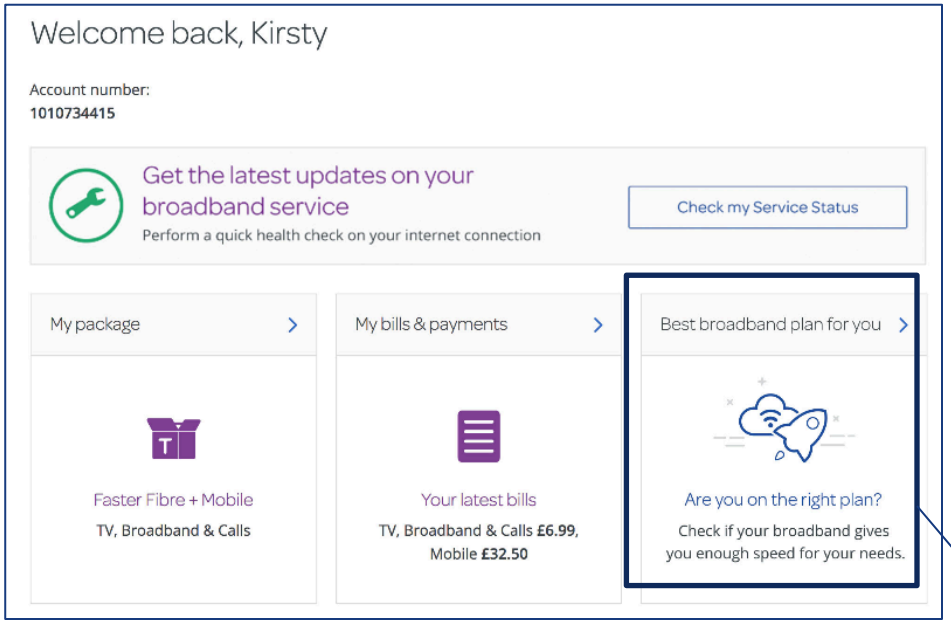
Right Product Right Customer – Existing Customer ‘Unintelligent Journey’ – Scope & placements

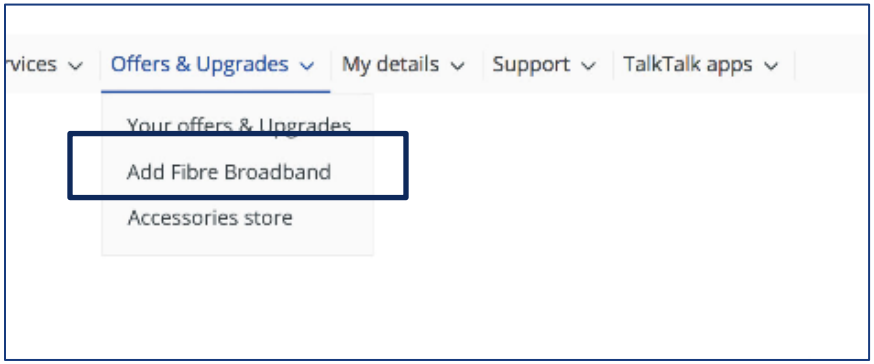
Problem:
Fast Broadband: Demand Flag is red for **230,983 out of 645,474** customers

Approach:
- 2 week test
- 25% of traffic targeting Fast Broadband Gen7 only customers (Maxymiser led)
- Service Index API not ready until March but we don’t want this to hold us up

Purpose
To understand whether Right Product placements across My Account will drive customers to upgrade to the right product for their needs, either Fibre or Fibre Speed Boost.

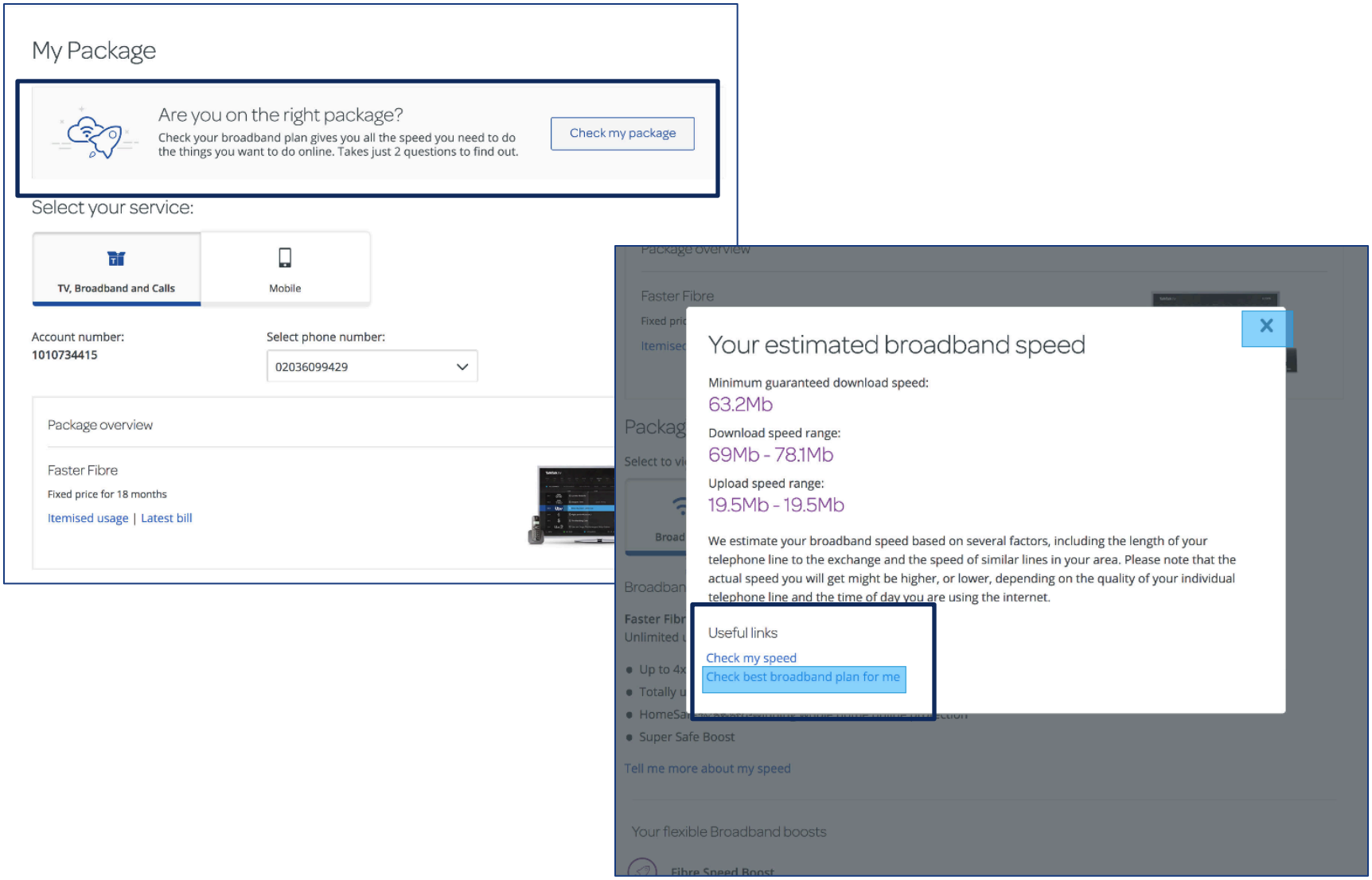
2 out of the 4 ad placements:



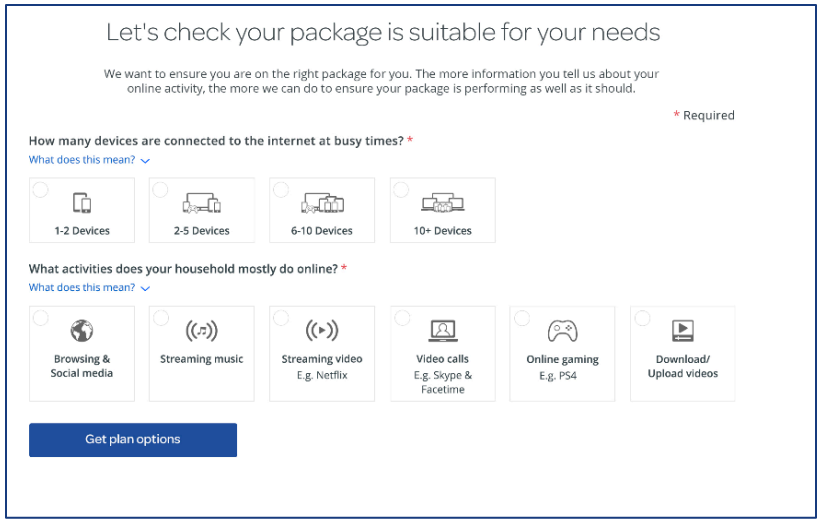


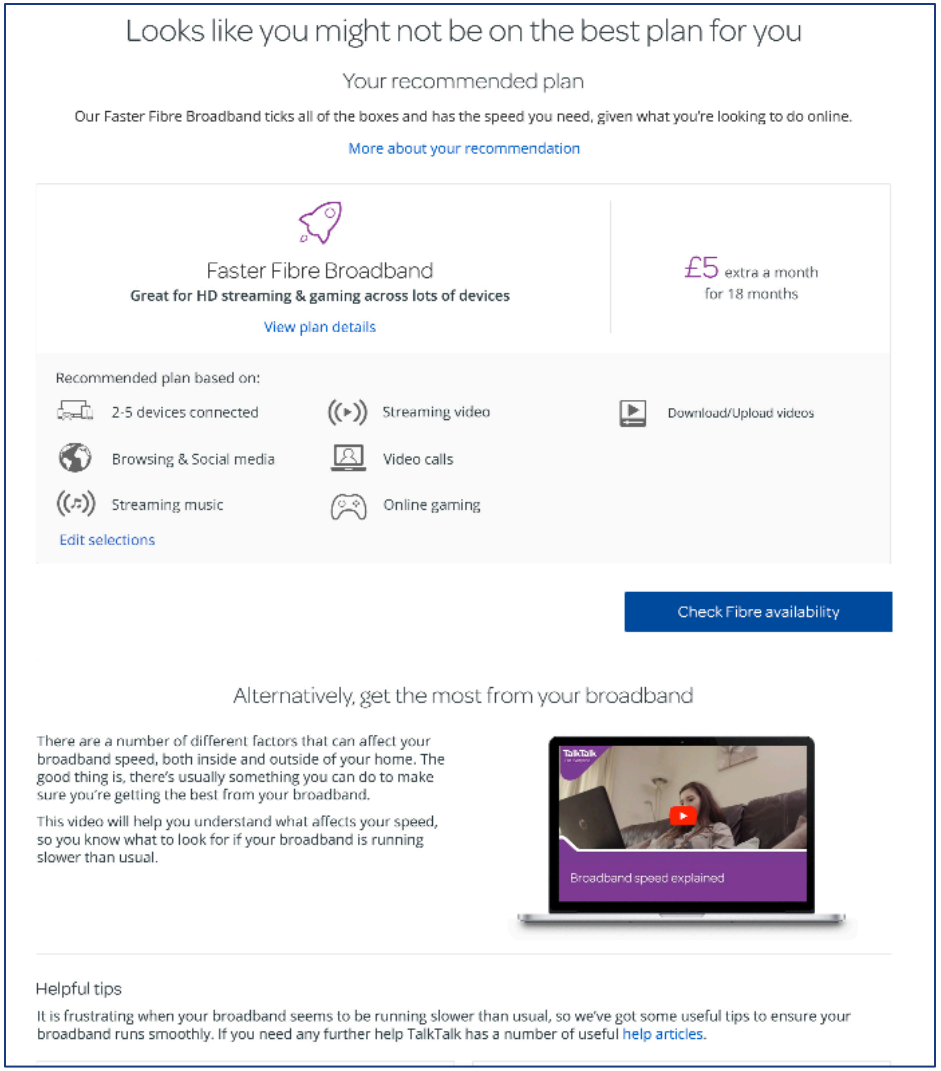
Take over extras & offers tile

Right Product Right Customer – Existing Customer ‘Unintelligent Journey’ - Placements

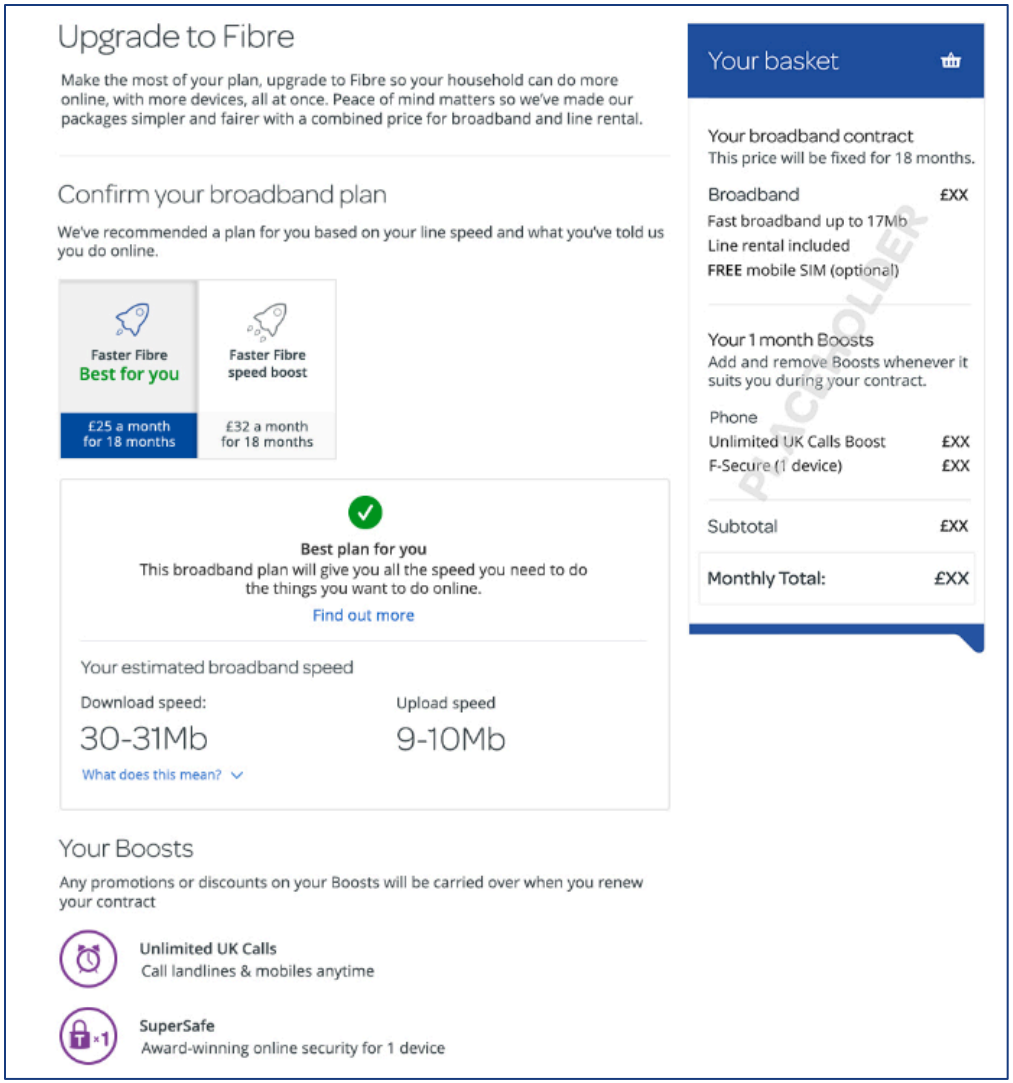


Right Product Right Customer – Existing Customer ‘Unintelligent Journey’ – Recommendation page





Right Product Right Customer– Existing Customer ‘Unintelligent Journey’ – Upgrade to Fibre journey



Right Product Right Customer– Existing Customer ‘Unintelligent Journey’ – Edge cases

TalkTalk
For Everyone

Great, looks like you are on the best plan for you

Based on your answers we can see that your current broadband plan is the right package for you.

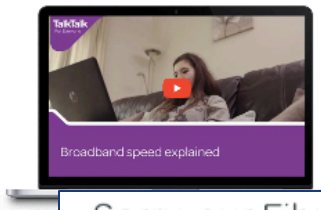
Your broadband should be working ok but if you are experiencing slow speeds there are some helpful tips below.

Still want to upgrade to Fibre?

Get the most from your broadband

There are a number of different factors that can affect your broadband speed, both inside and outside of your home. The good thing is, there's usually something you can do to make sure you're getting the best from your broadband.

This video will help you understand what affects your speed, so you know what to look for if your broadband is running slower than usual.



Helpful tips

It is frustrating when your broadband seems to be running slower than usual, so broadband runs smoothly. If you need any further help TalkTalk has a number o

Try not to do too much online at the same time.

For example, avoid downloading films while on a video call.

Try to sw using th

Sorry, our Fibre services aren’t currently available in your area

We can’t bring Fibre to your area right now. We’re working on this but in the meantime we’ve got some useful tips to ensure your broadband runs smoothly. If you need any further help TalkTalk has a number of useful help articles.

More tips on improving your speed

Try not to do too much online at the same time.

For example, avoid downloading films while on a video call.

Switch off devices you’re not using

Try to switch off connected devices when you're not using them, as they'll be using some of your speed when switched on

Back to Dashboard