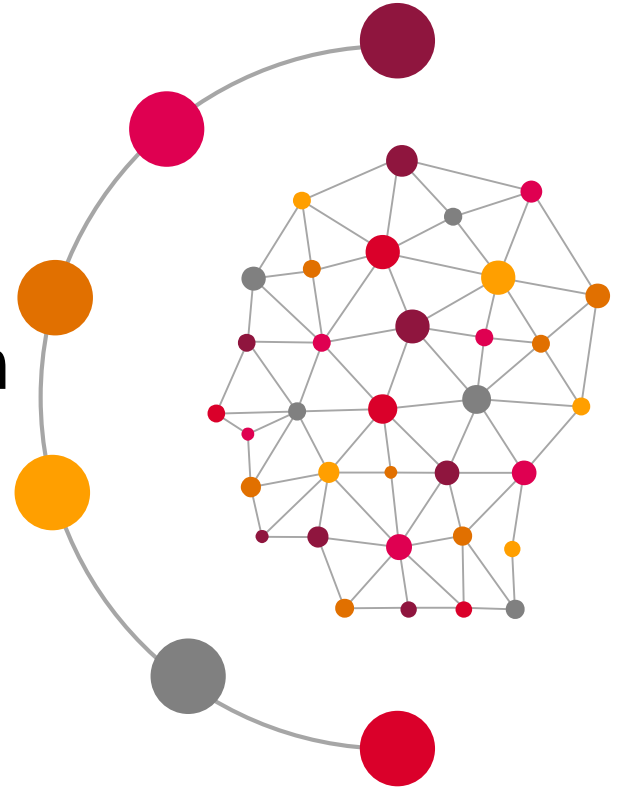


# Driving digital transformation in Vip

**Jana Durneva – Digital Transformation Manager**

Ohrid, May'19



# WHERE ARE WE IN THE DIGITAL WORLD? DO WE EMBRACE NEW DIGITAL TRENDS?

DIGITAL AROUND THE WORLD

VS

DIGITAL IN MACEDONIA

TOTAL POPULATION



**7.676**  
BILLION

URBANISATION  
**56%**

INTERNET USERS



**4.388**  
BILLION

PENETRATION  
**57%**

ACTIVE SOCIAL MEDIA USERS



**3.484**  
BILLION

PENETRATION  
**45%**

UNIQUE MOBILE USERS



**5.112**  
BILLION

PENETRATION  
**67%**

MOBILE SOCIAL MEDIA USERS



**3.256**  
BILLION

PENETRATION  
**42%**

TOTAL POPULATION



**2.08**  
MILLION

URBANISATION  
**58%**

INTERNET USERS



**1.69**  
MILLION

PENETRATION  
**81%**

ACTIVE SOCIAL MEDIA USERS



**1.10**  
MILLION

PENETRATION  
**53%**

MOBILE SUBSCRIPTIONS



**2.27**  
MILLION

vs. POPULATION  
**109%**

MOBILE SOCIAL MEDIA USERS



**1.00**  
MILLION

PENETRATION  
**48%**

# THREE DIGITAL TELCO PILLARS ENSURING TRANSFORMATION ACROSS WHOLE COMPANY

## DIGITAL EXPERIENCE

Digital sales  
Digital care  
Digital marketing  
Digital bill

## DIGITAL OPERATIONS

Digital processes  
Robotization

## DIGITAL ORGANIZATION

Agile way of working  
Boost digital skills

A person's hands are shown holding a tablet computer. Overlaid on the image is a circular infographic with a central black circle containing the text "DIGITAL SALES @Vip". Surrounding this central circle are various white icons connected by lines to a larger outer circle. The icons include a globe, a smartphone, a laptop, a person silhouette, a video player, a shopping cart, an envelope, a monitor, a document, headphones, and a location pin. The background is a blurred indoor setting.

**DIGITAL  
SALES  
@Vip**

# DIGITAL SALES FIRST THROUGH QUICK AND SEAMLESS CHECKOUT



## CHANNEL SHARE RATIO

**3% - 4%**



## ONLINE SALES TRANSACTIONS

**92%** are done by exiting customers

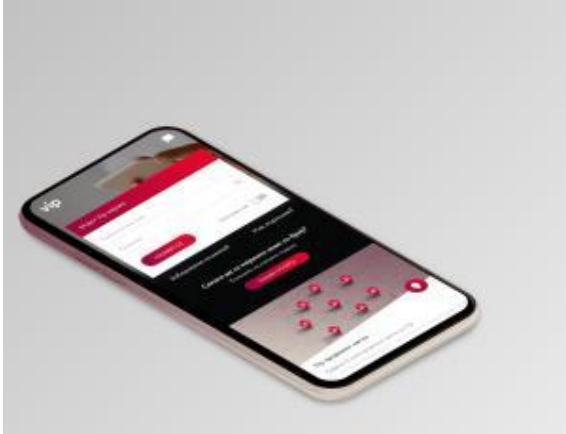
### KEY FINDINGS:

- Incentive drives digital sales, not convenience
- Necessity for optimization of online sale journey
- Complex legal and regulatory contract signing process
- Next steps: Omni-channel integration and big data driven personalized campaigns

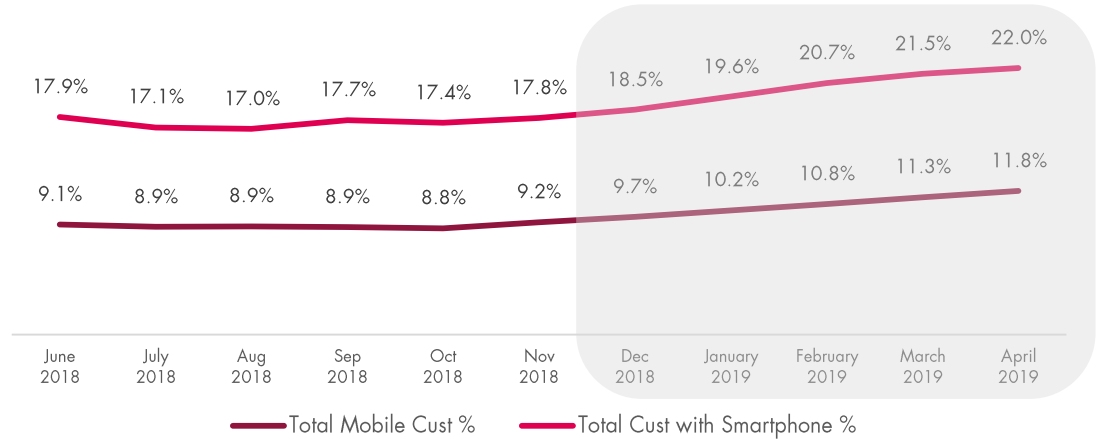
# DIGITAL CARE @ Vip



# NEW INTUITIVE DESIGN AND NEW FUNCTIONALITIES DRIVE THE UPTAKE OF ACTIVE CUSTOMERS ON MOBILE APP MOJOT VIP



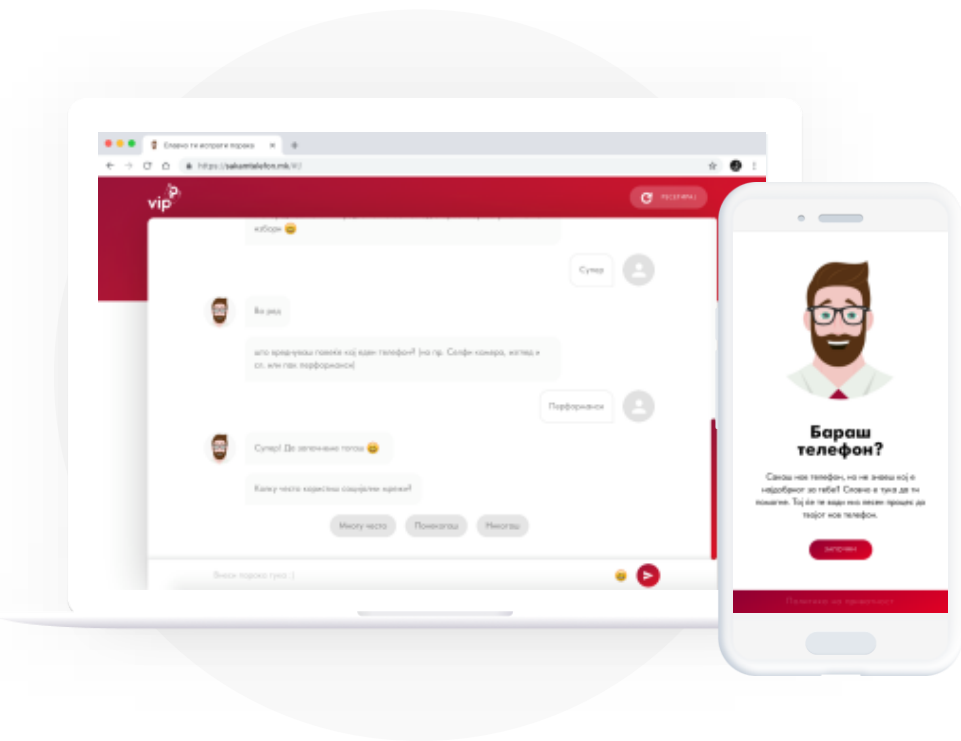
MOBILE APP ACTIVE USERS TREND-LINE



## KEY FINDINGS

- Frequent releases - monthly sprints delivering new functionalities
- Trend of increasing share monthly active app users in total mobile base as well as in total smartphone base
- OvReturning vs new users - ~80% of users are returning to the app
- er 20% of Smartphone customers, use the mobile app
- April 2019 vs April 2018 total transactions increase +167%

# THE FIRST CHATBOT THAT SPEAKS AND UNDERSTANDS MACEDONIAN – SLAVCHO, THE AI SMARTPHONE EXPERT



**On average 6% of session are transferred to agent**



**7% of traffic on web shop is generated by bot**



**Insignificant number of conversions through agents (5% success rate)\***



**96% of conversations related to phone selection**



**Awarded in 2 categories in site of the year 2018  
(best IT site & best mobile site)**

**Key finding: Need for constant building of new use cases followed by appropriate communication**



**DIGITAL BILL**  
**Real time, convenient and simple**

# E-BILL BOOST WITH RIGHT DESIGN ON WEB SHOP

Simple design, intuitive process, doubled rate for e-bill consent

**Verification document**

**Document type**

- ID card
- Passport

Personal identification card no.:

Valid until:

**Electronic bill**

I hereby agree to have any and all monthly bills (invoices) for any communication services used, such as notifications and other written communication provided for and related to the subscription service agreement, sent to me electronically to the email stated above in this application form.

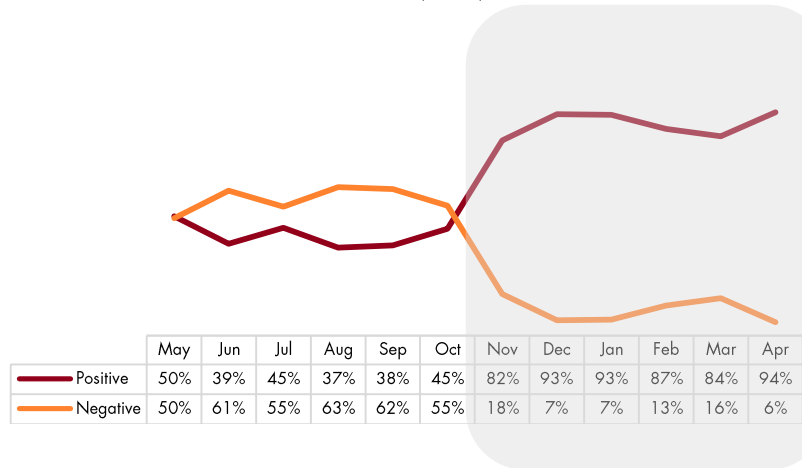
**ACTIVATED**  
Deactivate



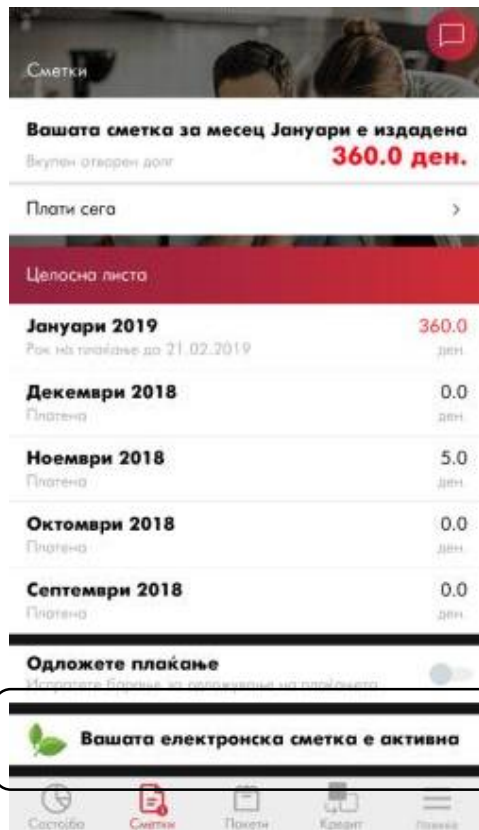
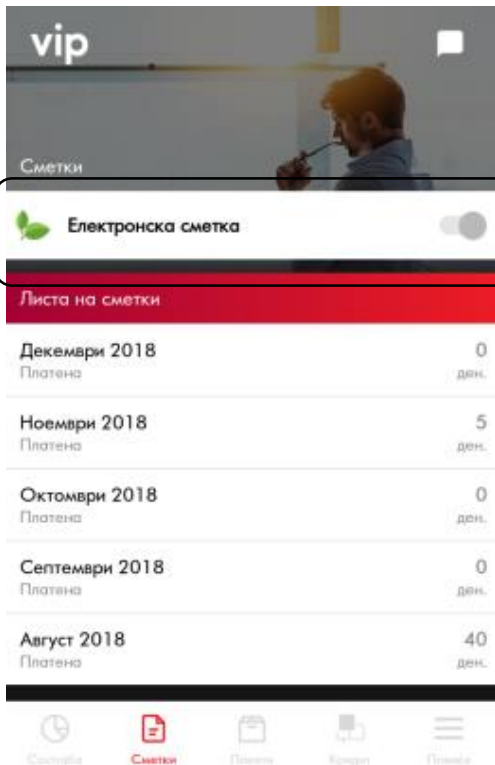
**Insert the delivery information**

Delivery address matches with the personal id address

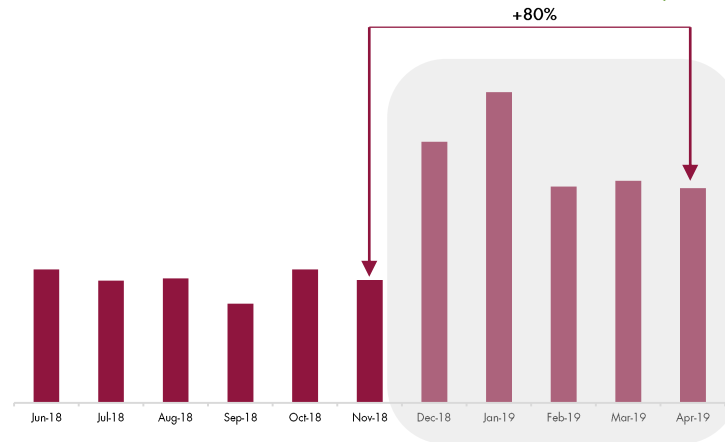
## EBILL CONSENT



# E-BILL BOOST THROUGH NEW APP DESIGN



## E-BILL ACTIVATIONS TREND VIA MOBILE APP



# CONVENIENT AND INTUITIVE ONLINE PAYMENT PROCESS

Simple three step process, pre-filled details, 2 clicks to pay the bill

1  
step

Почитувани,

Вашата сметка за месец 10/2018 со број 103147831192 и рок на плаќање 26.11.2018 за број на претплатник 528594276/1 изнесува 1.413,00 денари. Во прилог можете да ја погледнете содржината на Вашата сметка во PDF формат.

Во моментот на изготвување на новата сметка имате отворен достасан долг во износ 1.683,00 денари.

Плаќањето на Вашите сметки без провизија може да го извршите онлајн, преку нашата мобилна апликација или во нашите продажни салони.

ПЛАЌЕТЕ ЈА СМЕТКАТА ОНЛАЈН >

За да можете да ја отворите сметката во прилог, потребно е на Вашиот уред да имате инсталирано програма за читање PDF датотеки. Adobe Acrobat Reader е бесплатен софтвер и најновата верзија можете да ја преземете од следнаа адреса: [www.adobe.com](http://www.adobe.com)

Ве молиме не одговарајте на оваа порака. Доколку имате прашања или сакате да стапите во контакт со нас, кликнете на следниот линк.

Со почит,  
Ваш Vip

**vip**

[www.vip.mk](http://www.vip.mk)

Мојот Vip е мобилна апликација за брз, лесен и прегледен увид во Вашите сметки.

Преземете ја бесплатно на:

Get it on Google play | Download on the App Store

2  
step

Плаќањето на Вашите сметки без провизија може да го извршите онлајн, преку нашата мобилна апликација или во нашите продажни салони.

ПЛАЌЕТЕ ЈА СМЕТКАТА ОНЛАЈН >

Плати сметка брзо и лесно

1 Фактура 2 Потврда 3 Наплата

3  
step

Фактура Потврда Наплата

Платете ја Вашата сметка без намера на Мојот Vip, само внесете го бројот на фактурата што сакате да ја платите - сумата од фактурата автоматски ќе се вчита во полето за сума.

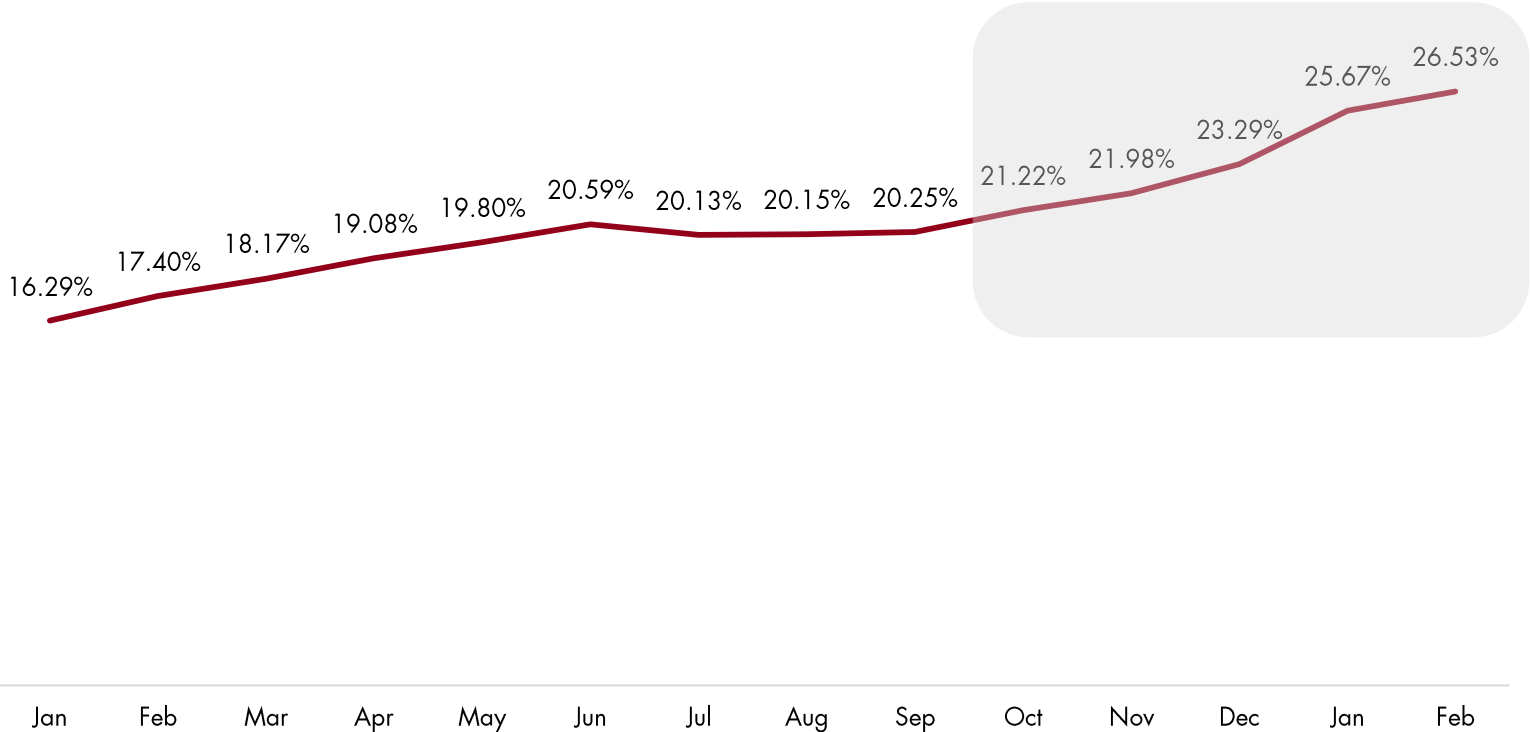
103147831192

elenaone9@gmail.com

ПОТВРДИ

VISA VERIFIED by VISA | MasterCard | ccob | eco

# TREND-LINE OF E-BILL RATIO (E-BILLS VS TOTAL ISSUED BILLS)





# **DIGITAL ORGANIZATION**





# DIGITAL OPERATIONS

NEW AGILE WAY OF WORK TO EMPOWER DIGITAL LIFE IN THE COMPANY

## ENABLERS





### COMPANY OF THE FUTURE

- Fostering innovation
- A truly customer centric company
- Collaborative spaces
- Empowered workforce

-  Flexible working environment
-  Less hierarchy
-  New digital skills
-  Learn by experiences



### AGILE TEAMS

- Accelerators to enable digital Telco
- End-to-end accountability

-  Delivering transformation initiatives
-  Tribes, squads, chapters
-  Cross functional teams
-  Fast release cycles

### DIGITAL ACADEMY

- Developing digital skills
- Building internal coaching skills
- From high specialization to highly adoptive employees

-  Digital training catalogue
-  Certification for new digital skills

**THANK YOU**

