

## HT – ENGLSKI

**COMPANY:** HRVATSKI TELEKOM

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**AREA:** User experience area / Department for development of user experience and support service

**BUSINESS CASE CATEGORY:** User experience / user support

**NAME OF BUSINESS CASE:**

User experience: How will user support services look in the future?

**DESCRIPTION OF THE TOPIC OF BUSINESS CASE:**

Hrvatski telekom (hereafter HT) is a technological leader and leading company on the Croatian telecommunications market and the biggest private investor in Croatia.

As a true digital company we create, acquire and apply the newest knowledge in order to deliver the highest quality service to the users (customers), in accordance with their communication needs.

And how do we see our future? How do we want to accomplish that in the next few years?

Wishing to become **a leader also on the regional telecommunications and digital services market**, we intensively work on realization of the strategic guidelines: quality of services, customer satisfaction and further development of broadband access as well as added value services associated with broadband access.

The user and user experience are in the focus of HT strategy.

(Being) aware of room for improvement of user experience and user satisfaction respectively, and through evolution of telecommunications industry, through convergence with ICT industry as well as media industry, it is precisely you that we want, with your ideas and suggestions, to tell us how you see user support for the digital users in the future!

For the first 5 best solutions, before the final decision on winners, we will make for you a Design Thinking workshop based on which you will have a chance to finalize your first suggestions and ideas (1st draft).

**TASK:** Devise solutions for the user support of the future, for the new digital age, for the new digital users applicable in the period until 2020.

- Research:
  - What is user support and which are usual ways of providing user support for the foremost industries, products and services?
  - What are specific forms of user support for providers of telecommunications services and ICT industry?
  - To what extent do they meet the needs and wishes of the different target groups of users?

- According to available data and analysis, what are the expectations of users – which ways of providing user support would best suit their needs?
- Which ways of user support are used by telecommunications operators in general and those in Croatia and to what extent do they suit the needs of the users.
- In interaction with provider of telecommunications services users perform some specific jobs/activities (jobs to be done) – what are those activities and for which of them do you think they could ask for assistance from user support service? Which of those existing ways of user support assistance are, in your opinion, not in accordance with the needs of users and thus you suggest a development of new ways and/or channels of user support?
- Consider trends and new possibilities that are opened up through technological development for the purpose of detecting new ways and/or channels that could develop in the future and better suit the needs of users.
  - Examples of technology: AI (artificial intelligence), IA (intelligence assistance), machine learning, social media communication, video communication, predictive analytics.

*Note: The examples are for easier understanding of the task, but are, by no means, neither the only ones nor obligatory for consideration and when considering it is necessary to take into account the time period in which we want to apply suggestions - in the next 4-5 years i.e. until 2020.*
- With which mode of user support would certain target groups of users be satisfied in the future? What are those communication applications/technologies that could replace and/or supplement current user support? Examples for easier understanding: AI, Snapchat etc... *As previously mentioned, these are examples for easier understanding which are neither the only ones nor obligatory for analysis.*
- Target groups (chronologically):
  - Baby boomers
  - Generation X
  - Millennials
  - Generation Y
  - Generation Z
- Define a way of introducing a new form of user support – project approach (business case, the influence of defined measures on user experience)

### **ADDITIONAL INFORMATION:**

On the Internet there can be found articles on the subject of trends and solutions of user support in the future. Some of them can help you in creating solutions:

- <https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/blake-morgan/2016/12/05/five-trends-shaping-the-future-of-customer-experience-in-2017/&refURL=&referrer=#7e54f2467ad1>
- [https://thenextweb.com/worldofbanking/2016/12/08/is-artificial-intelligence-the-future-of-customer-service/#.tnw\\_kqUZSVCg](https://thenextweb.com/worldofbanking/2016/12/08/is-artificial-intelligence-the-future-of-customer-service/#.tnw_kqUZSVCg)

- <http://www.mckinsey.com/business-functions/operations/our-insights/winning-the-expectations-game-in-customer-care>
- <https://www.livechatinc.com/blog/multi-channel-customer-service/>
- <http://www.smartinsights.com/customer-relationship-management/customer-service-and-support/customerservicechannels/>
- <http://www.sparkresponse.com/infographic-8-things-millennials-want-from-customer-services/>
- <https://www.scribd.com/document/82242151/Impact-on-Social-Media-to-Customer-Service>
- <https://www.slideshare.net/AndreHarris1/millennials-bending-the-rules-in-the-workplace-by-ctr>
- <http://www.smartinsights.com/customer-relationship-management/customer-service-and-support/customerservicechannels>

**REQUIRED SOLUTION FORMAT:** (PPT, additionally tables and charts used in PPT presentation in Excel, PDF final presentations, video); we recommend using Design Thinking methodology for the final solution of the task and an abstract of a workshop in PPT format

**REQUIRED SOLUTION ITEMS:**

- Analysis of general trends and analysis of trends in telecommunications and IT industry
- Formulation of the problem and possible ways of solution
- potential analysis of suggested ways/solutions
- Formulation of recommendations for the new solution: new ways and/or channels of providing user support and analysis of influence of suggested solutions on business

**THE AWARD CRITERIA:** (an example of criteria; it is necessary to adjust to the case and solution items)

Criterion	Rating	Total rating contribution	Total
<b>Solution integrity – contains all required solution items</b>	0-5	50%	
<b>Feasibility of solution</b>	0-5	25%	
<b>Overall monetization potential</b>	0-5	25%	
		<b>Total:</b>	

### **ADDITIONAL BENEFITS:**

- Organization of Design Thinking workshop for the 5 best solutions
- Visit to HT's Business Showroom, sales and exhibition space for unique ICT solutions and services on the market. Primarily intended for business users, it is used also as an educational centre for business partners and students of natural sciences who can test the latest ICT technology  
( <https://www.youtube.com/watch?v=4Km0tHRL-Fo> )
- Participation in the "Knowledge on Thursday", internal event where we exchange knowledge and experience within the company, present new projects, become familiar with the current topics of the economy.  
Lecturers are experts of HT, DT as well as external guests – lecturers
- Possibility of student training in HT
- Visit to HT museum with professional guidance