

Connections 2015.

2degrees presentation
April 2015.



The challenge.

“To enter a market with 100% mobile phone uptake, geographic monopolies, regulatory hurdles and a high cost of entry..... and win!”



What we'll cover.

1 | A quick history.

2 | The key to success.

3 | Staying ahead.

4 | The results.



Our History.

- 3G Spectrum awarded via Treaty of Waitangi decision.
- Hautaki Trust & Econet.
- NZ Communications.
- NZ, US & UK backing.
- Regulatory challenges.
- \$500 million network + more to come.



The key to success.



Talk to Customers

Innovate, Innovate.

**CUSTOMERS
AT OUR
HEART**

Brand is 'Everything'

Understand changing
customer trends

The Right Building Blocks



Talk to Customers.



We asked what kiwis wanted.

Fresh thinking



Empower me



Uncomplicated



Smart choice



My control



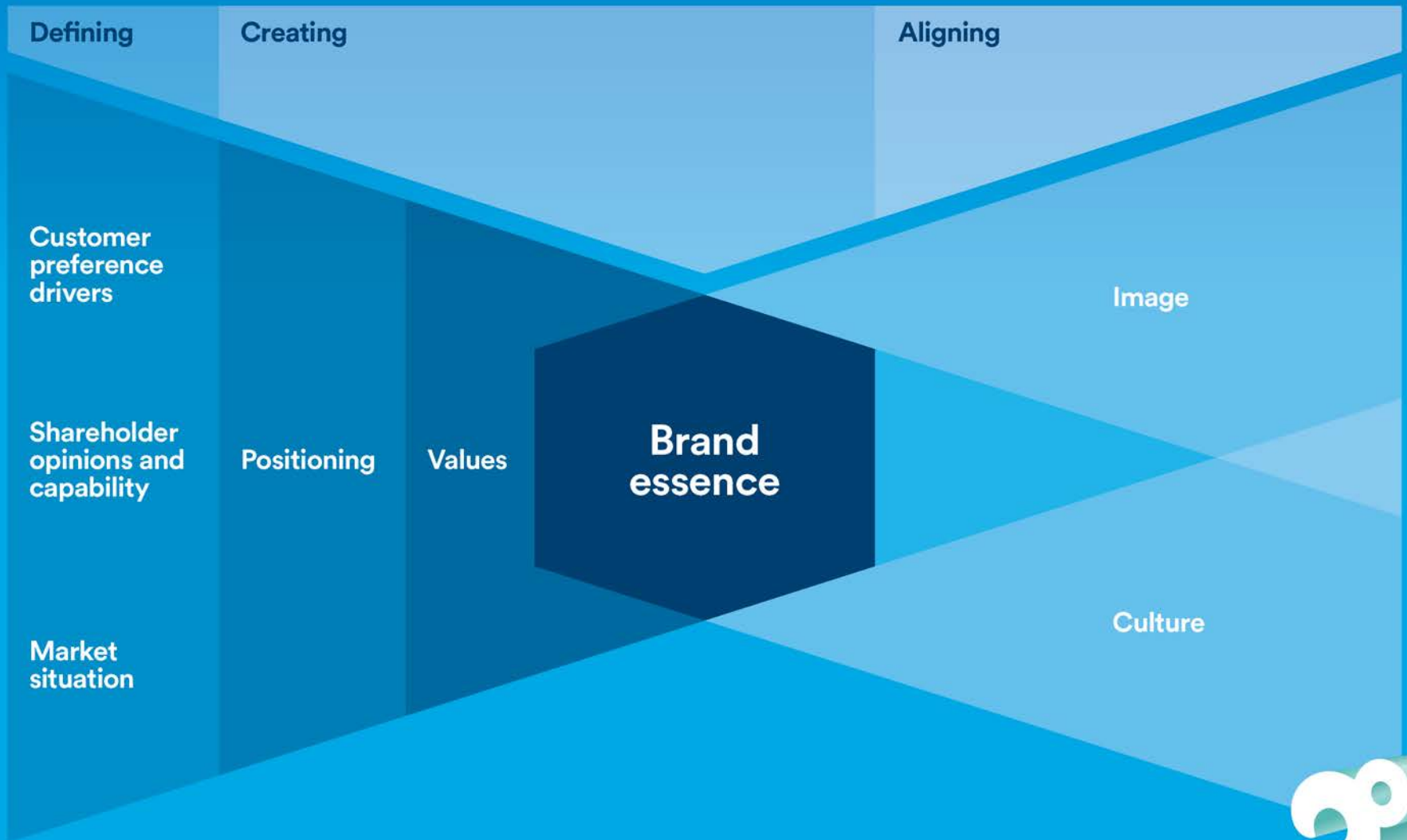
Approachable



Brand is everything.



We built a brand around what customers wanted.

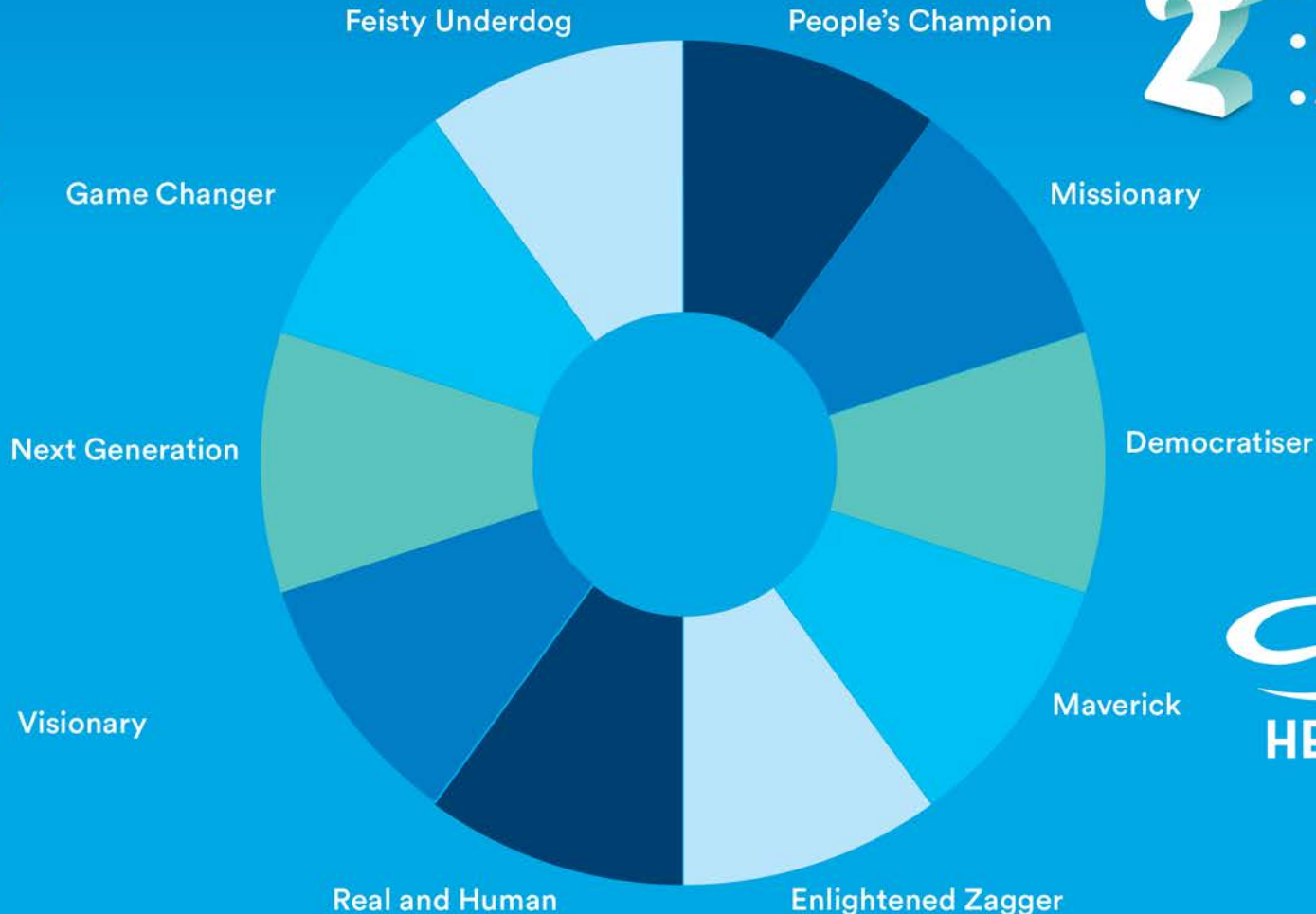


Your brand is everything.

- The name.
- The logo.
- Our TV ads.
- Our results.
- Media.
- Interaction with staff.
- Customer product experience.
- What we say and how we say it.
- ...and the list goes on.



A Kiwi Challenger.



- Customers 1st
- Innovation
- Staff belief



Source: Overthrow: Adam Morgan & Mark Holden.

Our Launch TVC.



**The right
building blocks.**



Have the right building blocks...

- Don't do everything at once
- Simple, simple products
- Converse on Social media
- NZ Contact Centre
- Icon media properties
- Our Communications – classic Kiwi vernacular



**Understanding changing
customer trends.**



Mobile usage throughout the day.



67%

Lying in bed.



47%

Waiting for something.



39%

While watching tv.



25%

Commuting.



22%

Spending time with family.



19%

In the bathroom.



15%

While shopping.



15%

At social gatherings.



Innovate.





Zig while others zag.

- Halved standard Prepay market rates on launch.
- Carryover minutes and data.
- Shared data capability.
- Prepay Combos.
- Introduced long-life mobile broadband products.
- Inclusion of texts and voice minutes to Australia.
- Launch of Te Reo smartphones.
- Family Share.
- Trade Up.
- Plus More.



Staying ahead.



Continuous monitoring.

Consideration.

Brand Health.

Net Promoter
Score.

Research Bank.



Always look for what's next.

Global trends.

Social Media.

**Within your
organisation.**

Partner wisely.



The results.



Most Awarded for Customer Service.

- Consumer Magazine's Best Mobile Phone Service Provider 2014, 2013, 2012
- Canstar Blue's Most Satisfied Customers Award, Mobile Phone Providers 2014, 2013, 2012
- Roy Morgan 2014 Award for 'Mobile Phone Service Provider of the Year 2014, 2013, 2012
- We are also the only NZ company across 25 industry sectors to have 'best customer satisfaction' every single month since the awards began three years ago.
- Netguide's Best Mobile Network for 2013, 2012, 2011



2degrees two-for-two for mobile phone carrier awards

Brand	Overall satisfaction	Value for money	Service	Reliability of service	Accessibility	Plan availability	Billing
2degrees	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Telecom	★★★★	★★★	★★★★	★★★★★	★★★★	★★★★	★★★★
TelstraClear	★★★	★★★	★★★	★★★★	★★★	★★★	★★★
Vodafone	★★★★	★★★	★★★★	★★★★	★★★★	★★★	★★★★

* Overall satisfaction is an individual rating and not a combined total of all ratings



The results.

Awareness	98%
Consideration	28%
Net Promoter Score	+26



The results.

Customers

Over 1.2m



And now.



In Business.



And in consumer.



In summary.

Everything starts with the customer.

Never be satisfied, always search for what's next.

David can take on Goliath(s).



Thank you.

