

Premier Online Care

Pod 

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What is the project?



Overview:

Enable TCMs to easily self-register online

Business benefits:

- Dramatically reduce support center costs
- Improve customer trust and satisfaction

Customer benefits:

- Spend 5 minutes online rather than 30 minutes on the phone
- Create a password they can remember



Who is the user?

- TCMs who manage devices and plans for multiple users
- Small, medium, and enterprise-sized businesses
- Some also manage other TCMs

TCM's original journey

They *could not* register themselves online



Find the number
to call

Spend 30-45 min
with call rep

Need to change
password
to something
memorable

Work extra to make
up for time lost

TCM's new journey

They *can* register themselves online

Entry: Login page



Choose role



Verify identity



Create login



Check email &
click on token link



Activate login



It's that easy

Continue to: Home page



How we solved this problem

Although the goals were very simple, under the hood of this complex flow is a project with many variables and security requirements. So we started by mapping it all out.

UX Research Results



Overall, few difficulties – All 6 TCMs felt registration was straightforward and easy

“Lot more simplistic – everything was great...everything was there, tells you everything you needed”

Issues discovered and mitigated:

- Initial account PIN confusion
- Ambiguity about actions required after step 4

Mean rating after use: 4.1 (on scale: 1=Very difficult to use, 5=Very easy to use)



Log in to Premier

Username

Password

 [Show](#)

Remember my username

Forgot your [username](#) or [password](#)?

Don't have a username or password? [Register now](#)



Chat available

Products

Wireless

Plans

Accessories

Offers

Online Accounts

AT&T Business Direct portal
for small business

AT&T Account Manager

AT&T Business Direct portal
for enterprise business

myAT&T

AT&T Business Center

Support

Contact us

Registration tutorial

Login FAQ

Login tutorial



Register

1. Get started

2. Verify identity

3. Create login

4. Activate login



What type of user are you?

I manage multiple wireless lines

I manage a single wireless line

Wireless number

425.283.5515



Products

- Wireless
- Plans
- Accessories
- Offers

Online Accounts

- AT&T Business Direct portal for small business
- AT&T Account Manager
- AT&T Business Direct portal for enterprise business
- myAT&T
- AT&T Business Center

Support

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Register

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What is your email address and FAN PIN?

Email

JohnDoe@email.com



PIN

I



Enter your 5-to7-digit PIN that you use to verify your organization's mobility account when you call AT&T. If you don't have a PIN, call Premier Support at 866.499.8008.

Cancel

Back

Continue

Products

- Wireless
- Plans
- Accessories
- Offers

Online Accounts

- AT&T Business Direct portal for small business
- AT&T Account Manager
- AT&T Business Direct portal for enterprise business
- myAT&T
- AT&T Business Center

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Register

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Create your login

All fields required unless noted.

Username

jd528x



Password

.....



Re-enter password

.....

Last name

Doe



Password must include:
- At least 8 characters
- At least 1 alpha character
- At least 1 numeric or 1 special character

Password must not include:
- Your username
- Your first or last name
- Your telephone number
- Two ascending numbers

Secret question 1

What was the name of your favorite childhood pet?



Secret answer 1

Tiger



Secret question 2

What was the last name of your childhood best friend?



Secret answer 2

Smithson

Secret answer 2

Smithson



Where can we send security notifications?

Due to Federal Communication (FCC) regulations, your mailing address is required

Street address

2005 NE 119th St

Suite number (optional)

City

Kirkland

State

Washington



ZIP code

98035



[Read the full legal agreement](#)



I have read and agree to the AT&T Terms and Conditions



Have you recorded your username and password?

You'll need them to complete your registration.

Cancel

Back

Submit



Register

1. Get started

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3. Create login

4. Activate login



Almost there!

We just sent a verification email to rx528s@att.com
Verify your email address by clicking "Activate" in the email.

Didn't receive the email? Log in to [Premier](#) to resend the email, or call
Premier Support at 866.499.8008.

Products

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for small business
AT&T Account Manager
AT&T Business Direct portal
for enterprise business
myAT&T
AT&T Business Center

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Dear John Doe,

Verify your email address by clicking **Activate**.

This link expires in 7 days!

Activate

On the **Activate your login** page, log in to Premier to complete your activation.

Thank you for choosing us,
AT&T

Please do not reply to this message.
All replies are automatically deleted. For questions regarding this message, refer to the contact information above.

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Activate your login

Username

Password

Activate



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MANAGE

BILLING

SUPPORT

[Account Management](#)

[Plans & Features](#)

[Transaction History](#)

[Reports](#)

[Settings](#)

[Profiles & Permissions](#)

I want to:

Lookup type:

Search for:

[Go](#)

Foundation account: 02432207
Billing account: 876282549
Wireless number: None



Welcome, John Doe

Account Information

[Browse Accounts](#)

Account: 02432207 CRU Billing TEST FAN

Total Balance Due: **\$17,620.04**

Past Due Balance - Pay Now: **\$15,475.58***

New Charges - Due 07/21/2017: \$2,144.46

There have been no payments on this account to date.

[Go to Billing](#)

Alerts

84 usage alerts were sent in the past 30 days

Messages

[View 2 Messages](#)

Check out how much easier shopping can be.

Premier is not compatible with Internet Explorer Version 8.

Order Status

Enter order or request number to check status.

[Go](#)

[Advanced search](#)

Questions?

Thank you

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