Premier Online Care

Pod C

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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



 \rightarrow

Find the number to call Spend 30-45 min



 \rightarrow

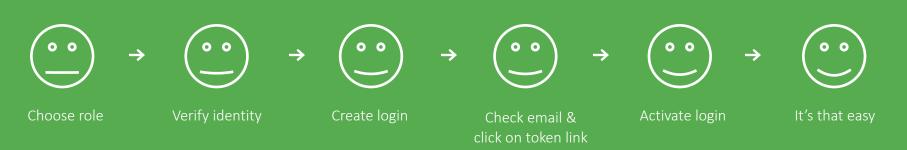
Need to change password to something memorable \rightarrow

Work extra to make up for time lost

TCM's new journey

They *can* register themselves online

Entry: Login page



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 | A CONTRACTOR OF THE OWNER OWNER OF THE OWNER |
| Show | |
| Remember my username | |
| Activate | Cell V |
| Forgot your username or password? | |
| Don't have a username or password? Register now | |
| | |

Product

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

3-

Contact us Registration tutorial Login FAQ Login tutorial

| Register | | | | | |
|----------------|--|----------------------------------|---|---|------------------------|
| 1. Get started | 2. Verifyi | identity | 3. Create login | | 4. Activate login |
| | 8 | | ISER ARE YOU? iple wireless lines gle wireless line | 0 | |
| | Products Wireless Plans Accessories | AT&T Bu for small AT&T Act | Accounts siness Direct portal business count Manager siness Direct portal | Suppo Contac Registra Login F/ | t us ation tutorial |

| Register | 2. Verify i | dontity | 3. Create login | 4. Activate login |
|----------------|---|---|--|---|
| | | What is your e Email JohnDoe@email. PIN | email address and FA | AN PIN? |
| W Pl. Ac | roducts irreless ans ccessories ffers | AT&T Bu for smal AT&T Ac AT&T Bu for ente myAT&T | Accounts Isiness Direct portal Il business scount Manager Isiness Direct portal rprise business | Support Contact us Registration tutorial Login FAQ Login tutorial |

| 2. Veri | fy identity | 3. Create login | 4. Activate login |
|---------|---|--------------------------------|-------------------|
| 2 | Create your login All fields required unless noted Username jd528x | <i>1.</i> | 0 |
| | Password | Re-enter password | |
| | ••••• | @ | |
| | Password must include: - A livest 8 characters - A livest 8 characters - A livest 1 humeric or 1 special character - A livest 1 humeric or 1 special character - Your username - Your first or last name - Your first or last name | Last name Doe | 8 |
| | - Two accending numbers | | |
| | Secret question 1 | ur favorite childhood pet? | ~ |
| | Secret answer 1 | an avoite childhood pet? | • |
| | Tiger | | 3 |
| | Secret question 2 | | |
| | What was the last name of | of your childhood best friend? | ~ |

Secret answer 2

Smithson



Wireless

Plans

Where can we send security notifications?

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

Street address

2005 NE 119th St

| 001100 | number (optional) | |
|--------------------|-------------------|--|
| City | | |
| Kirklar | nd | |
| State | | ZIP code |
| Washington V 98035 | | |
| | | |
| 0 | | ur username and password? mplete your registration. |

AT&T Business Direct portal for small business

Contact us Registration tutorial

| l. Get started | 2. Verify ider | tity 3. Create lo | ogin | 4. Activate login |
|----------------|-----------------------|---|----------------------|-------------------|
| | | Almost there! | | |
| | | just sent a verification email to rx52 ify your email address by clicking "Ac | | |
| | | Didn't receive the email? Log in to Premier to resend the email, or call Premier Support at 866.499.8008. | | 11 |
| | | | | |
| | | | | |
| | Products | Online Accounts | Suppor | rt |
| | Wireless | AT&T Business Direct portal for small business | Contact | us |
| | Plans | AT&T Account Manager | | ition tutorial |
| | Accessories Offers | AT&T Business Direct portal for enterprise business | Login FA Login tu | |
| | | myAT&T | | |
| | | AT&T Business Center | | |

AT&T Premier

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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Privacy Policy | Terms of Service

Username johndoe Password

Activate your login

Activate



Terms of use | Privacy Policy | Using Premier via third parites | Advertising choices



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| ST&T | Premier Home Transaction Status Log out eBill view Customer Search Page Welcome John Doe My Login Profile |
|---|---|
| SHOP MANAGE BILLING SUPPORT | |
| Account Management Plans & Features Transaction | n History Reports Settings Profiles & Permissions |
| I want to: Lookup type: View account and usage View account | Search for: Foundation account: 02432207 Image: Constraint of the second secon |
| Welcome, John Doe | |
| Account Information Browse Account: 02432207 CRU Billing TEST FAN | se Accounts Alerts 84 usage alerts were sent in the past 30 days |
| Total Balance Due: \$17, | 7,620.04 |
| the state and addresses and | \$2,144.46 View 2 Messages Check out how much easier shopping can be. |
| There have been no payments on this account to date. | Premier is not compatible with Internet Explorer Version 8. |
| Go to | Billing |
| | Order Status Enter order or request number to check status. Go Advanced search |

Questions?

Thank you Premier Online Care | Pod C