



A perfect connection: how Three UK is bringing the store experience to online shoppers.



Who is Three?

Three UK, upon its founding, was the first commercial provider of 3G in the UK. Their legacy and reputation for innovation is a key part of the company's identity and is part of what has made them one of the biggest mobile networks in the UK with the widest network coverage amongst its competitors, at 99.8%.

From the very start, Three is remembered by consumers for its progressive approach to selling phones, mobile contracts, and industry-leading value propositions.

Challenge

When making big purchasing decisions, like buying a new phone, shoppers are understandably hesitant to commit to a years-long contract based solely on internet hype and a few ads—especially for a device like a phone that is going to be used so many times a day. Static photos fail to communicate the feel of a product, its weight in your pocket, or just how easily your thumb will be able to stretch across the screen while composing a message.



Solution

With 1-on-1 Virtual Shopping, Three is innovating yet again, connecting customers at home with staff in store through text, chat, and video, guiding online customers through their shopping journey while answering any questions in real time.

With Virtual Shopping, in-store product experts provide customers with information, advice, and authentic photos and videos shared via text or chat. From cosmetic details like glossy vs matte finishes to product specifications like the amount and strength of cameras, Three team members across 75 UK locations respond to any concerns just like they would in store.

Live video calls let online shoppers get a closer look at products while asking any questions they may have, educating customers on the subtle but important differences between products across popular brands and models.

“We understand our customers live increasingly busy lives and can’t always make it into one of our stores. That’s why we’re thrilled to be the first mobile network in the world to offer 1-on-1 Virtual Shopping; making it as easy for customers to shop our stores as it is text and video call with their friends,” says Graham Johnston, Head of Omnichannel & Digital First, Three.

Three’s partnership with Klarna also allows the mobile giant to keep customers up to date on the latest releases and upgrade opportunities.

Newly released flagship models from brands such as Apple and Samsung are usually in high demand. This means it’s easy for customers to miss out if they don’t have their finger on the pulse.

With Clienteling, advisors at Three can let existing customers know when the hottest new releases will be available—and how they can get their hands on one without waiting in line. Through text, email, and WhatsApp, store teams can direct shoppers to their nearest brick-and-mortar or offer a direct link to purchase new products online the moment they become available.

The possibilities extend even further with upgrade opportunities. Advisors can reach out to customers well in advance of their contract renewing, letting them know which upgrades and promotions they’re eligible to take advantage of.

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GRAHAM JOHNSTON,
HEAD OF OMNICHANNEL & DIGITAL FIRST AT THREE

Results

Customers love it: between October 2019 & January 2021, Three has fielded over 1.1 million chats.

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