

WHO KNOWS BEST

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Entrepreneur 2020 - Stavanger Chamber of Commerce



MITT 10-ÅRSGLIS

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*Personal motto:
Everything can be made better*



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Beginning – 2002

After extensive customer research Lyse found a value proposition that customers wanted:

- Build one neighborhood at the time
- Dig yourself to save money
- Tv, internet and voice in one package

Business goal:

28.000 customers by 2017



600.000 customers through 36 partners in Norway and Denmark.



*EPSI 2019

HURRA x 10

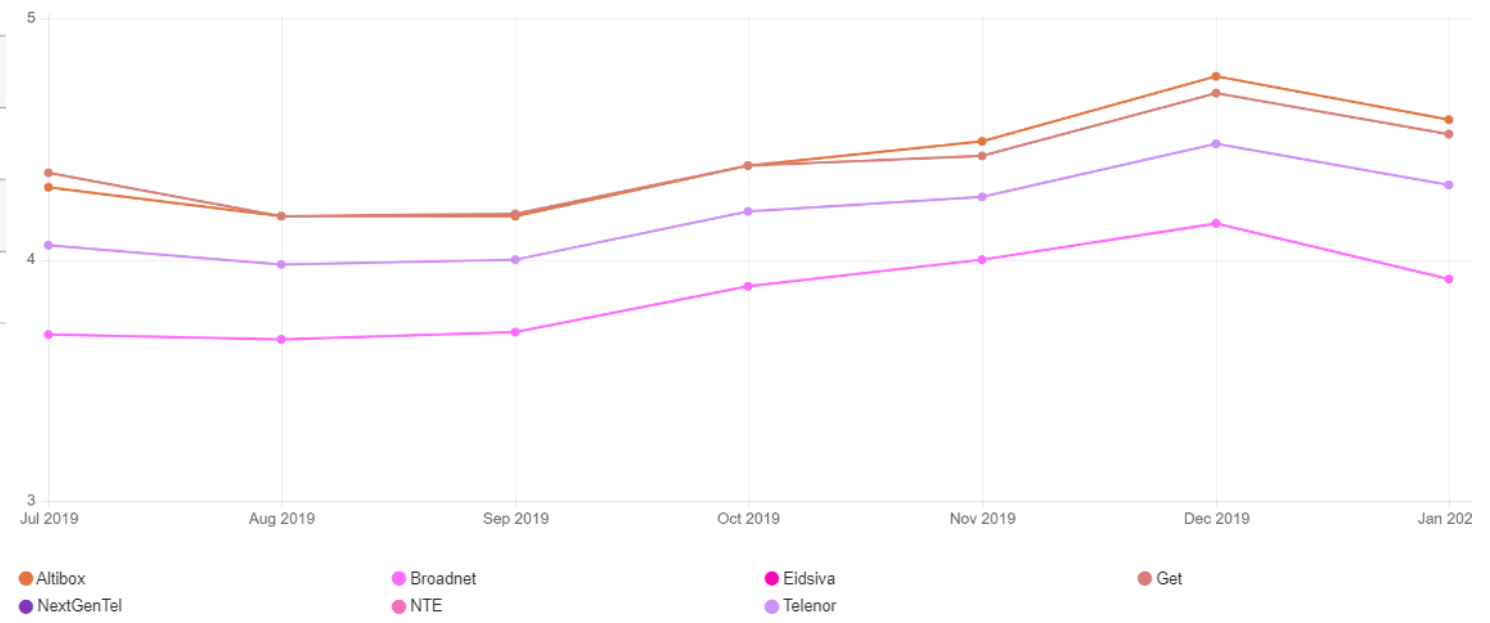
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- 🙄 føler seg (utrolig) takknemlig.

The Netflix-slide

NORWAY

ISP LEADERBOARD - JANUARY 2020						
RANK	ISP	SPEED Mbps		PREVIOUS Mbps	RANK CHANGE	TYPE
						Fiber Cable DSL Satellite Wireless
1	Altibox	4.58		4.76		
2	Get	4.52		4.69		
3	NTE	4.43		4.59		
4	Telenor	4.31		4.48		
5	Eidsiva	4.25		4.40		
6	NextGenTel	3.99		4.17		
7	Broadnet	3.92		4.15		

Our mentality – if you want to use Netflix, then we will make sure you get the **best** Netflix-experience on our internet





If you think you're perfect
already, then you never will be.

Cristiano Ronaldo

The Eurosport slip-up of 2017



In March 2017 Altibox launched an opt-out based change to our entertainment package, *giving* all our customers this fantastic new content – for a mere price bump of 100 NOK per month.

Customers surely will love this, right?

*"Altibox turn after storm of complaints:
customers must actively opt-in to the
Eurosport-package"*

*"Missed the mark on
super offer"*



Stang ut for supertilbud

Det har blåst friskt de siste dagene rundt Altibox sin utvidelse av sportsinnholdet. Kundene skulle få et vanvittig bra tilbud. Men vi snublet i frasparket – og bommet på mål.

I Altibox diskuterte vi lenge hvordan vi skulle tilby de nye Eurosport-kanalene, faktisk så mange som 14 (!) i tallet. Skulle vi legge dem inn i grunnpakken, og øke prisen? Det ville i så fall bety en økning på 50

Altibox snur etter klagestorm: Nå må kundene aktivt bestille Eurosport-pakken

Etter klagestorm endrer Altibox sin praksis rundt de 12 nye sportskanalene sine.

Publisert: 31. mars 2017



Stavanger Aftenblad – 2017-03-31

<https://www.aftenbladet.no/lokalt/i/konAj/altibox-snur-etter-klagestorm-na-ma-kundene-aktivt-bestille-eurosport>

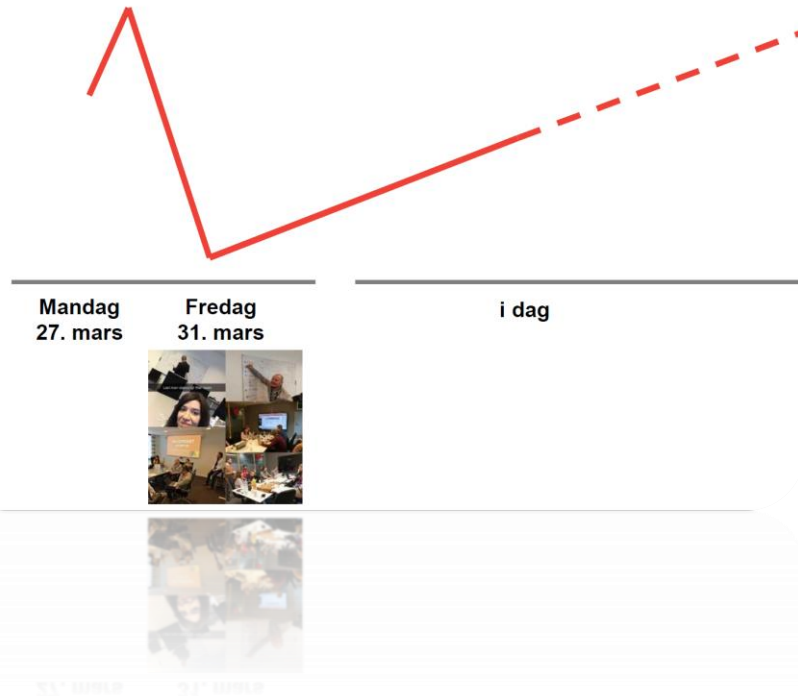
2017-03-31 - Lyse Blog by Chairman of the Board Toril Nag
and CEO Thomas Skjelbred

<https://blogg.lyse.no/2017/03/31/stang-ut-for-supertilbud/>

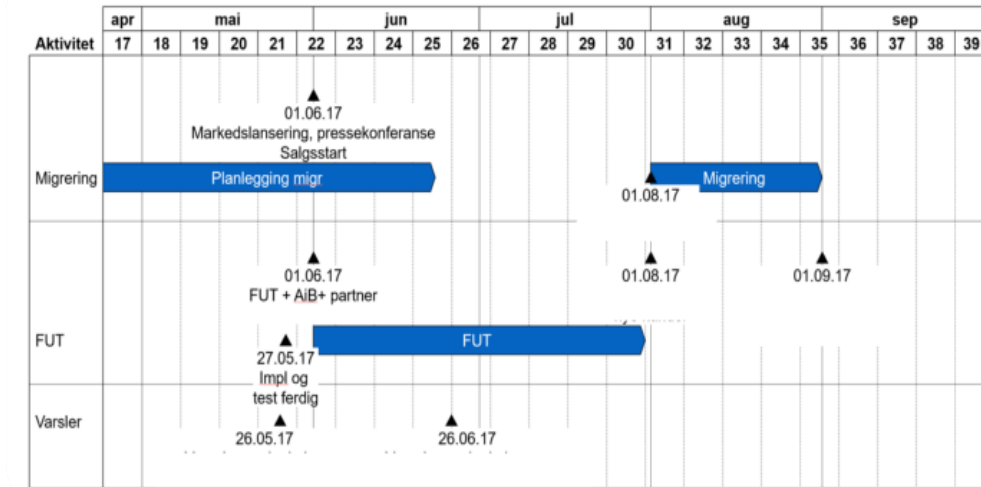
*"We underestimated how MASSIVELY
annoying it is when someone try to make a
decisions on your behalf"*

- Toril Nag, 31.03.2017

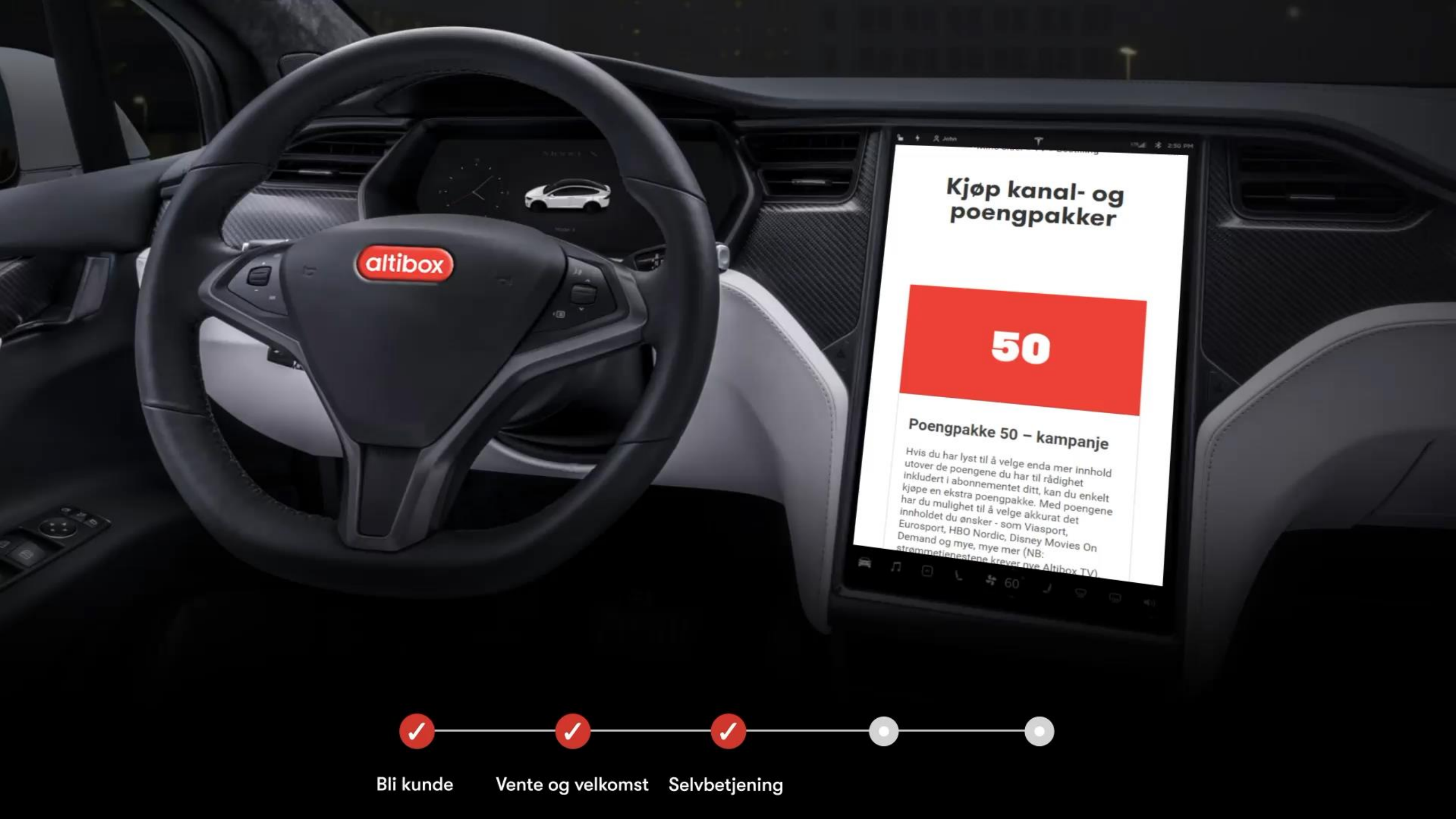
FAIL FAST!



Build and launch Freedom of Choice in 8 weeks



Pivotal moment: User Experience as a mandatory and leading initiative to ensure happy customers first, happy business second



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Kjøp kanal- og poengpakker

50

Poengpakke 50 – kampanje

Hvis du har lyst til å velge enda mer innhold utover de poengene du har til rådighet inkludert i abonnementet ditt, kan du enkelt kjøpe en ekstra poengpakke. Med poengene har du mulighet til å velge akkurat det innholdet du ønsker - som Viasport, Eurosport, HBO Nordic, Disney Movies On Demand og mye, mye mer (NB: strømmetjenestene krever nye Altibox TV)



Bli kunde

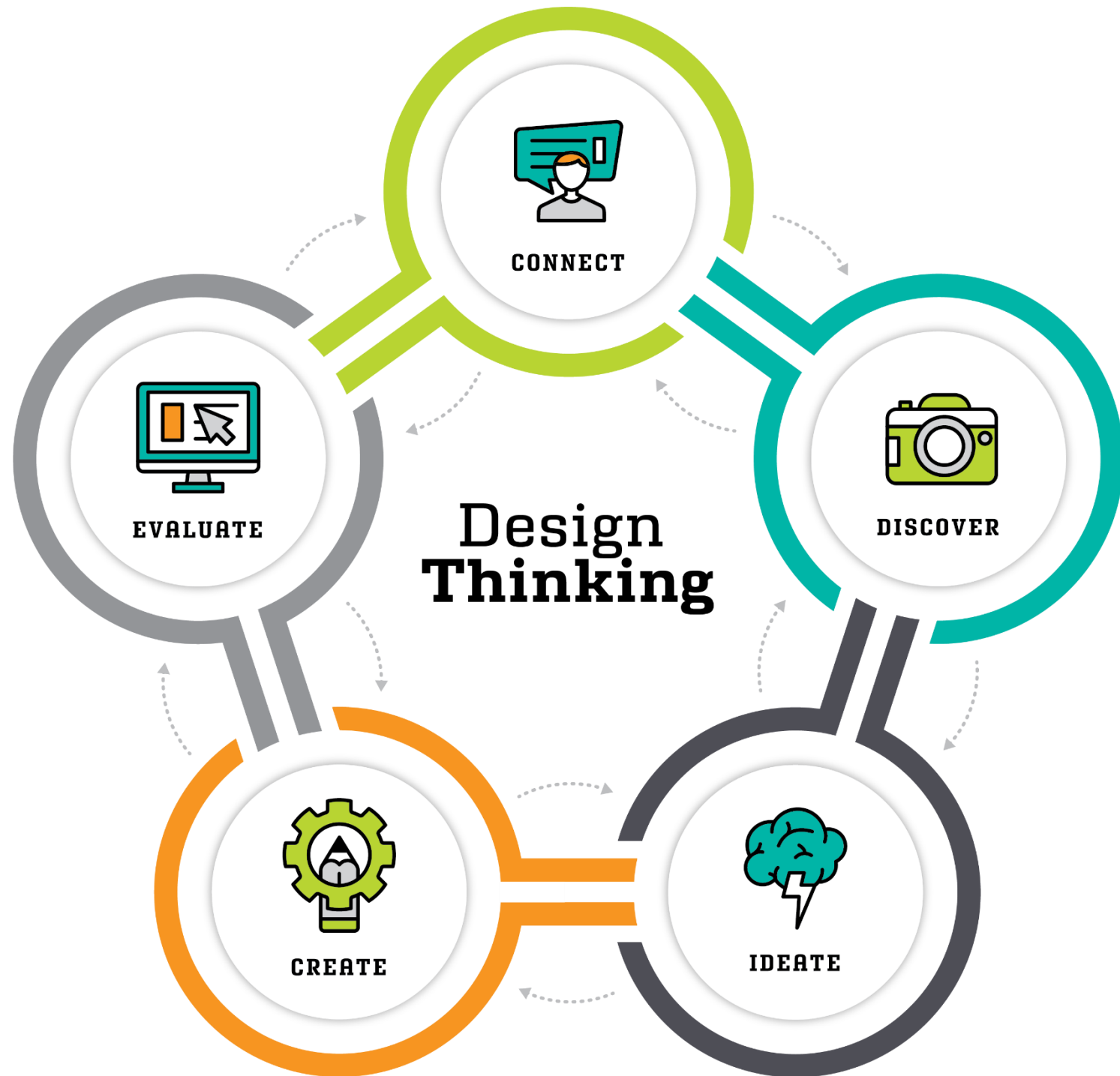


Vente og velkomst



Selvbetjening





Lyse and Altibox has defined a clear strategic goal of moving from transaction to relation, and becoming customer centric

STRATEGIC CUSTOMER GOALS

- ✓ Develop a customer centric organisation
- ✓ Increase customer satisfaction and the best reputation

-
- ✓ Utvikle en organisasjon som har kunden i sentrum i alle ledd
 - ✓ Økt kundetilfredshet og best omdømme i hjemmemarkedet

Lyse has developed a customer strategy to increase customer satisfaction, customer journeys, personalization and a customer centric culture

LYSE CUSTOMER STRATEGY



In addition, Altibox has formulated a ambition to “shift left” towards increased adoption of digital channels

FOCUS ON “SHIFT LEFT”

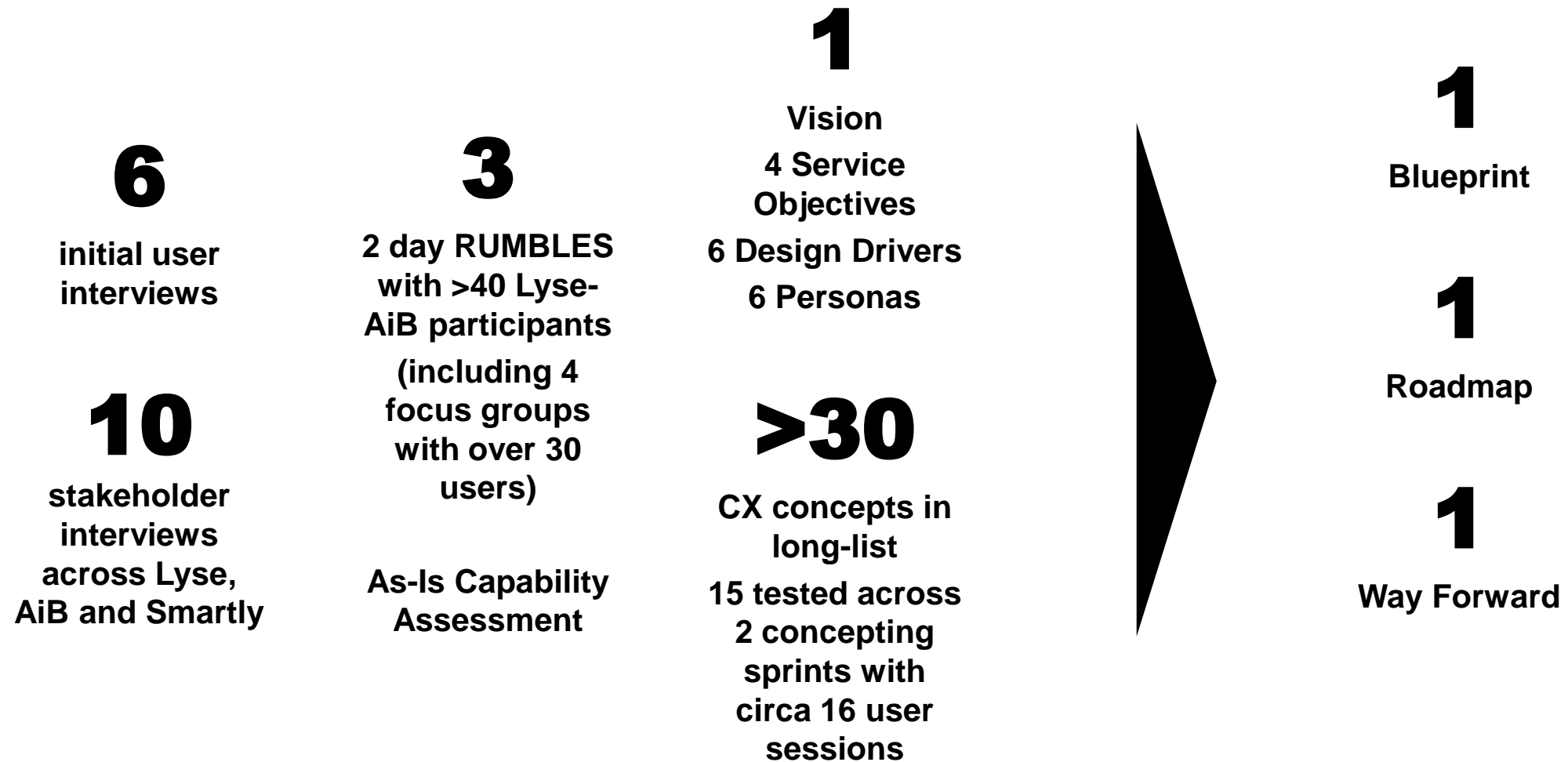


Direct competition is no longer setting the standard for the customer experience

LIQUID CUSTOMER EXPECTATIONS



KEY NUMBERS



SERVICE BLUEPRINT

BLUEPRINT LAYERS

PHASE DESCRIPTIONS

A. CUSTOMER

1. Goal
2. Wants & Needs
3. Current painpoints

B. FUTURE JOURNEY

1. B2C Customer
2. B2B customer

C. SERVICE

- ## 1. Concept List

D. PROCESS, COMPETENCE & KPIs

1. General Capabilities
2. Specific Capabilities
3. KPIs

F. TECHNOLOGY

G. DATA SOURCES

Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099
1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	

Simplify My Life

**Know Me And
What I Need**

**Give Me What I Want
When And How I
Want It**

**Consistent Voice
And Message**

- 10+ designers – UX, graphical design, customer research
- Actively recruiting ;)
- All customer facing team must have some design capable resource involved
- Trialing cooperation with local sports clubs for user research
- Running design sprints for the most challenging tasks
 - the moving customer journey
 - the "all in one invoice"-challenge
- Establishing creative colocation working areas between Lyse and Altibox

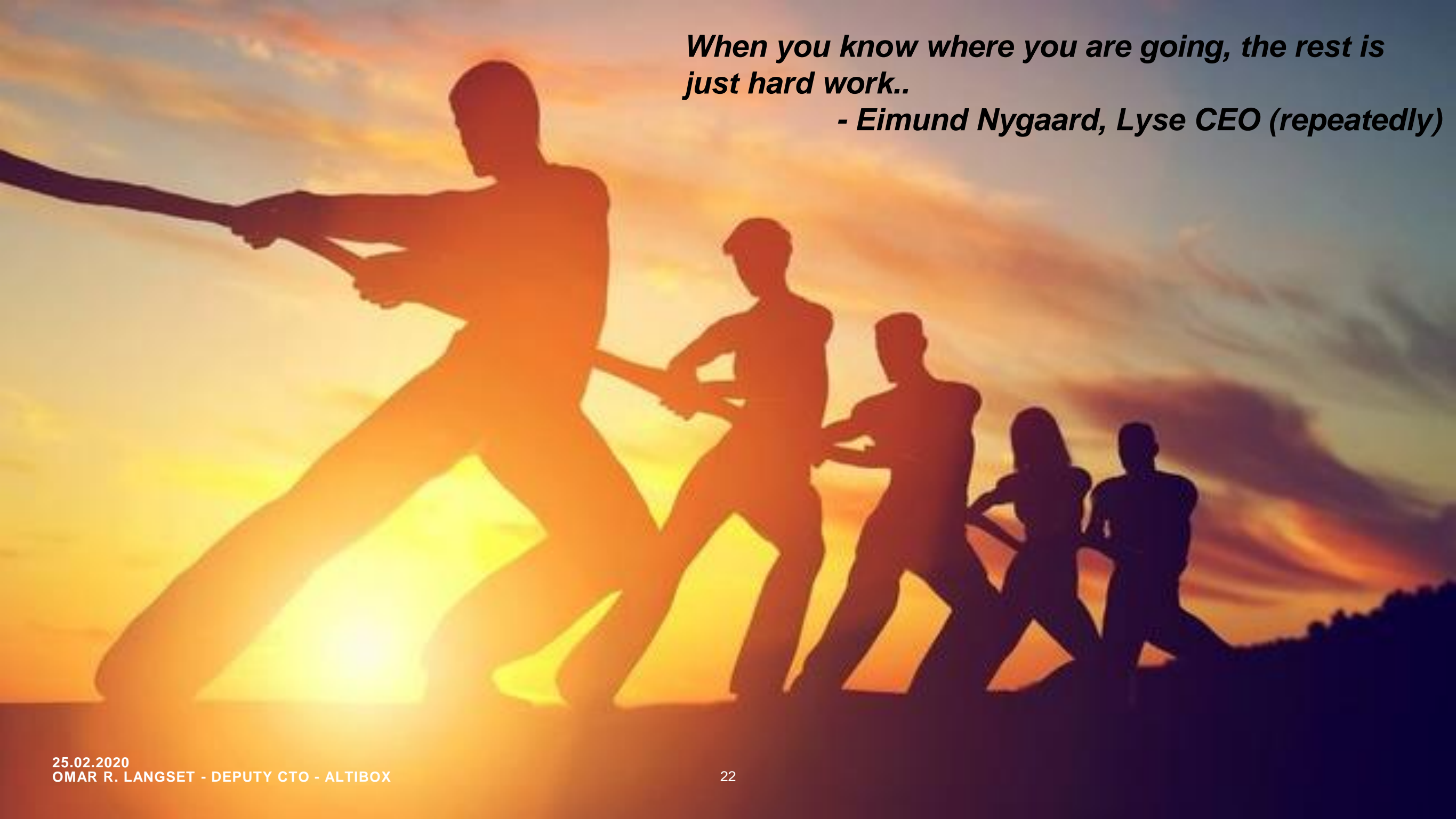
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The user know best

What took us here, wont take
us there

It takes time to change the
mindset and the incorporated
way-of-work of a large
enterprise



The background of the slide features a silhouette of a rowing team of five people (three men and two women) in a rowing boat. They are positioned against a vibrant sunset sky with orange, yellow, and blue hues. The sun is low on the horizon, creating a strong backlight effect on the rowers.

When you know where you are going, the rest is just hard work..

- Eimund Nygaard, Lyse CEO (repeatedly)



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