



**“Experience design,  
Case study of Sonera Finland”**

## What is brand experience

*In its commercial context, experience design is driven by consideration of the “moments of engagement” -- touchpoints -- between people and brands, and the ideas, emotions, and memories that these moments create.*

# Brand Experience Aspects



## The Product Experience

- o functional attributes of the product, how well the thing works (e.g. special ingredients in a product)
  - o experiential features, how the product works (e.g. technologies in production process)
  - o aesthetics (design, colors, shapes of the product)
- Note: All 3 aspects of Product Experience should not be separated from each other

## The Look and Feel

- o The look and feel includes the visual identity (name, logo, signate, packaging, store design, Web Sites)

## Experiential Communications

- o Experiential Communications include the advertisement; it has to provide value, inform and entertain the customer (it differs depending on B2B or B2C)

## Customer Service

- o It is important not to forget the aspect of customer service in the overall brand experience. Specifically, the cradle to grave aspect of the customer chain should not be broken--this ensures that the "brand promise" is not broken.

# Thesis Timetable

**1** phase

Apple Research  
Google Research  
Literature Review

**2** phase

Interviews  
Questionnaires  
Sonera brand Positioning

**3** phase

Future Strategy &  
Recommendations

# Thesis Framework

What is Sonera Brand in consumers mind?

What would be desired Sonera brand in future?

What would be strategy to reach desired Sonera experience?

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What would be desired Sonera brand in future?

What would be strategy to reach desired Sonera experience?

# Thesis Framework

What is Sonera Brand in consumers mind?

What would be desired Sonera brand in future?

**What would be strategy to reach desired Sonera experience?**

# Thesis Framework

*TODAY* What is Sonera Brand in consumers mind?

*FUTURE* What would be desired Sonera brand in future?

*FUTURE* What would be strategy to reach desired Sonera experience?



**WHAT IS**



# WHAT IS



## idea

\* The best way to analyze sonera is by comparing it with its competitors “dna & elisa” to see strength and weaknesses of each brand

## methodology

### Questionnaires

\* Questionnaires has been prepared and been emailed around 100 peoples from three major universities of helsinki, HSE, HUT & TAIK (aged 20-30)

\* 25 respondes has got back

### Interviews

\* 5 interviews has conducted with Sonera workers from departments of marketing, design & usability, consumer side

finnish  
mobile  
operator  
consumer  
research



## Questionnaire Results

Helsinki | 8<sup>th</sup> Feb 07



1-) What were your primary motivations when selecting an operator? (please select one or more)

Cost competitiveness/Price (21)

Coverage (3)

New Services / innovations (2)

Recommendations from Family/Friends (5)

Other long relationship with operator (SONERA) (5-10) | style wasn't that cheap as with the other cheap operators | combined sim-card & new phone in one price paid monthly | Mainly it was the only that wouldn't charge me (although it was mere luck) as I hadn't been longer than "2 years in Finland" when getting the contract

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2-) How long have you been a customer of this operator?

Less than a year (4)

1- 3 years (14)

4 - 5 years (4)

5 - 10 years (3)

10 + years

3-) Have you ever switched in between different operators? [ YES (20) / NO (4) ] (24 ANSWERS)

If YES ... What was the reason?

Price (18)

Other (2) Lousy customer service and bills that came like three months late  
Once because the bad customer service and once because the price

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4-) What are your primary future expectations from a service operator? (please select one or more)

Cost competitiveness/Price (20)

New Services / innovations (5)

Mobile internet experiences (8)

Other

5-) What is the brand that comes FIRST to your mind when thinking about a mobile service operator?

Sonera:	10
Elisa:	6
Dna:	4
None:	3
Other:	2 (vodafone; saunalahti)

6-) What keywords comes FIRST to your mind when thinking about each of the following brands?  
(you can also select from example keywords)[e.g.: youthful, innovative, established, boring, nothing ,very expensive, cheap, playful, Finnish, hi-tech, unreliable, old, fun, trendy, cool, simple, friendly, positive, cheerful, efficient, rigid, smooth, slow, fast etc.]

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**DNA**...youthful, energetic... efficient, helpfull , cheap, childish, teenager's choice, cheap  
youthful, innovative, cheap, playful, Finnish, hi-tech, fun trendy, cool, simple, positive, cheerful  
cheap, fun, amateurish ;cheap, youthful ; youthful, annoying advertisements, quite cheap; annoying,  
doesn't work, youthful ;agriculture, Turku, cheap ; funny, cheap, unreliable ; cheap, cool, Finnish ;  
bad services, cheap, youthful, unreliable ; youthful...cheap...fun funny, young, humoristic, annoying  
; youthful, cheap, playful, unreliable, fun, slow, negative; very effective marketing, aimed to young  
people, somewhat annoying, a bit cheap image ; simple; Cheap ; playful ; "DNA on halpa" ; teenage

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DNA...youthful, energetic... efficient, helpfull , cheap, childish, teenager's choice, cheap youthful, innovative, cheap, playful, Finnish, hi-tech, fun trendy, cool, simple, positive, cheerful cheap, fun, amateurish ;cheap, youthful ; youthful, annoying advertisements, quite cheap; annoying, doesn't work, youthful ;agriculture, Turku, cheap ; funny, cheap, unreliable ; cheap, cool, Finnish ; bad services, cheap, youthful, unreliable ; youthful...cheap...fun funny, young, humoristic, annoying ; youthful, cheap, playful, unreliable, fun, slow, negative; very effective marketing, aimed to young people, somewhat annoying, a bit cheap image ; simple; Cheap ; playful ; "DNA on halpa" ; teenage

Cheap 14

Youthful & young & teenage 13

Fun & playful 8

Annoying 4

Unreliable 4

Cheerful & energetic 3

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**ELISA**.....sauli and pauli, blue, basic, simple, probably cheaper; neutral..., interesting ; nothing; nothing; stable, reliable ; nothing ; neutral ; efficient, nothing; Finnish, fresh, innovative ; friendly, the two guys from the ads, positive ; Finnish, innovative, hi-tech, trendy, friendly ; reliable, economical, co-operating ; expensive...old ; vague, two guys in commercials, internet ; fast, Finnish, cool, simple, friendly, positive, established, smooth, old; boring, something to do with Sweden, offers fast internet connections ; funny, too much advertisement ; Rigid ; innovative ; trustable, cool, innovative, efficient

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Nothing & neutral 8

Innovative & high tech 5

Fresh & cool 5

Reliable & efficient & trustable 4

Finnish 3

Friendly 3

Rigid & stable & established 3

Economical & chaper 2

old 2

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**SONERA**...first, expensive, reliable, big corporation, engineers, “never ending waiting at the phone” > terrible service... , very expensive..., traditional, established, boring , established, boring, very expensive, old, positive ; expensive; old, reliable ; expensive, unreliable, old ; finnish, traditional, old ; slow, boring ; old-fashioned, expensive, traditional ; old, expensive, efficient, reliable, rigid, old, stiff, expensive, good services ; boring ; classic, expensive, adult, family, the postal office (posti) ;hi-tech, unreliable, boring, very expensive, innovative, ; family values, traditional operator thus offers modern services which can be confusing to elderly people ; business world, Expensive ; established ; untrustable , old, not good ; expensive and fires people

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**SONERA**...first, **expensive**, reliable, big corporation, **engineers**, “never ending waiting at the phone” > **terrible service**... , **very expensive**..., **traditional**, **established**, **boring** , **established**, **boring**, **very expensive**, **old**, positive ; **expensive**; **old**, reliable ; **expensive**, **unreliable**, **old** ; finnish, **traditional**, **old** ; slow, **boring** ; **old-fashioned**, **expensive**, **traditional** ; **old**, **expensive**, efficient, reliable, rigid, **old**, stiff, **expensive**, good services ; **boring** ; **classic**, **expensive**, adult, **family**, the postal office (posti) ;hi-tech, **unreliable**, **boring**, **very expensive**, innovative, ; **family values**, **traditional** operator thus offers modern services which can be confusing to elderly people ; business world, **Expensive** ; **established** ; **untrustable** , **old**, not good ; **expensive** and fires people

**Expensive 12**

**Established & traditional 8**

**Old & old fashioned 8**

**Boring 6**

**Reliable 5**

**Unreliable 4**

7-) What colour or colours come to mind when you think about the following brands: DNA, ELISA, SONERA? What does this colour / colours represent to you?

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**DNA**...pink, yellow ; pink - inclusive, young, “cheap”, daring ; fuxia (red)...bright yellow.....  
the combination of them feels cheap... ; pink & black (wannabe) ; pink; pink radical ; pink.....en-  
ergetic, cheap, shock effect ; purple ; blue (sky) ; pink...from their commercials ; violet; cheap-  
ness; pink: energetic, a bit cheap ; pink -> cheap ; yellow ; pink/magenta.....rock, fresh ; orange,  
black, pink, screaming colours, purple, black, white: Nothing special....struggle, darkness, mess;  
...purple ; pink; Pink ; yellow ; blue and yellow ; black, pink, white, yellow and blue gray

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pink: 15

yellow: 6

cheap: 6

7-) What colour or colours come to mind when you think about the following brands: DNA, ELISA, SONERA? What does this colour / colours represent to you?

**ELISA**.....blue; blue...- passive, adult, discrete ; blue.....quite the basic, nothing special. But then again it's the Finnish colour, so may be a bit patriotic; blue, white, orange, yellow (freshness) ; yellow... ; blue boring ; blue.....peaceful, still ; blue ; blue (sky) ; orange...joy ; blue; Väinämöinen, Finland ; blue: finnish, fresh ; blue -> Finnish, peaceful ; blue ; yellow, gray.....jähmeä sticky? ; blue- lame, official, finnish, boring ; blue, white: Finland, patriot, snow, lakes, sky, easiness ...blue ; blue ; blue ; blue ; blue and white ; blue and white

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blue 20

finnish & patriotic 9

7-) What colour or colours come to mind when you think about the following brands: DNA, ELISA, SONERA? What does this colour / colours represent to you?

**SONERA**... red ; orange...- adventure, fashionable, show; bright red.....royal stuff ; red & white (boring) ; red... ; red competition ; red.....active, aggressive ; red ; red (aggression and Christmas) ; IT bubble, outdated ; red: traditional ; red -> quality ; red ; blue, white , stability ; bright red- certainty, effect colour, underlining ; red, white: blood, aggressive, not so reliable, messy ; ...red ; red ; red ; red ; blue and white and red

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red 19

agression 5

boring & outdated 3

quality 3

8-) What are your feelings about brand names, logos and colors of DNA, ELISA, SONERA?

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Little too trendy. Gets attention. Good advertisement campaign. I wonder why the name is dna, but I don't mind.; Dna's look is quite unique compared to other's. It really looks very much like itself. The name is stupid. As if the phone was equal with the personality.; cheap, wannabe different, looks like teenager brand ; Young and trendy compared to the sonera more traditional red; Trendy and hip; Cheap, trendy, young; youthful, looks like from a video game. cheap ; teenagers; It reminds me of their ads. It's oriented to young consumers; New entrant, competes with price, name innovative but brand does not represent the name; To my taste too modern, the logo looks like a cell or a capsule. I wouldn't trust the service based on the logo. ; Cheap. Elämä on. ; The name is fun and youthful. It gives u association of something that is the most essential in your life. The outfit of the logo is like some Japanese manga (which I like) but it doesn't give a reliable feeling. Dissolving purple is a childish colour. I might buy based on this logo.; Scorpio, effective, for teenagers...as a name dna is good.; Cheap, tacky, arrogant; take that purple away; Purple/pink is for teenagers. Never really figured ot why it's called DNA – doesn't really have anything to do with genetics..; little bit cheap, maybe the gradient colour does it ; boring logo ; Packed logo not pleasant. Not nice background color (violet?!?!?) ; Good marketing skills but lack of long run innovativeness. hm. ; I feel they are only getting on to you, looking cool to be accepted by your inner teenager.

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Reliable, name has changed too often, not dynamic, recognizable blue color, Sauli and Pauli characters.; Boring, basic, a bit weak feeling in the colours and shapes. And it's actually a bit irritating that the company has a regular person name. (my own name is Elissa); clean and simple, reliable ; Doesn't create any kind of feelings; boring; Nice: not aggressive, for some reason reminds me of some old fashioned way. Pleasant.; finnish, for older people. traditional; clear and not too attacking; Want's to appear as Finnish; New, fresh, name itself a little soft but ok; Kind of funny name (because it's a woman's name) but it also makes the brand feel more familiar and close to you. Nice, fresh colours, and cool font. ; I like the new and softer line of Elisa. Logo gives me feelings about Finnish, innovative and trendy company. ; Elisa- sound's like a Finnish good, little girl from neighborhood. Childish font and quite dull (but pleasant) colour. I wouldn't buy based on the logo.; Haha, i remembered colors of radiolinja..yeah, elisa is still radiolinja in my mind. Colour: cyan, yuck! With white: Tasteless, odourless, colourless.... Ok, colours of freedom also, and sky...but not in my mind when I look at this. Logotype doesn't have spirit....; Official, traditional, modern, lame; good, stylish, simple; Every time I see this logo it reminds me of the dancing reindeer. Doesn't really get me interested in this brand. ; trendy, finnish (blue ---aaargh); simple, quite effective: Clean but with something more ; Fresh. I'm suspect for some reason.

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Oldest and most reliable, I still remember the fuz about the name and logo when it came out, copying allegations. Not youthful. I find the small copyright mark after last letter ridiculous and it ruins the harmony of the logo ; The former name “Tele” was better. Sonera sounds quite artificial. Colours are strong and shapes feel soft. That’s a good combination.; old & conservative, from 20th century ; The red is nice and warm ; Old fashioned; Hot, noisy; swedish, looks like a mcdonald’s logo. boring.; annoying; I’ve overdosed the logo already a few years ago. Simple and effective.; Somehow it reminds me of unhappy smile... Otherwise red is positive; Business oriented, not customer ;Name does not many anything; Very basic and traditional, a bit boring, even though the red color should be energetic. ; For me, Sonera is big player, which is not targeting to private customers. Old and big. Maybe somehow service oriented. ; Beautiful, balanced logo. The curve associates with raising sun, future. Sonera (with association of word “Sound”) is a beautiful and reliable name. Red is nice but a little bit aggressive. I definitely would buy based on logo.; How sonera is red? Huh, well, i mixes tel-finland colors...sonera reminds me of internet connections, not operator...internet connections are ok and fast...so much more positive than operator...operator feels expensive. Name ok. I’m not sure about that gradient...; Quality, non-dynamic, certain, expensive; rising sun; Doesn’t really do anything to me. Easy to recognize, red is somehow warming.; business, trust worthy, elegant; quite nice, although when tele became sonera, at the time I didn’t understand the new name choice :Old stuff, The arc looks like the mouth in a sad face ; Old-fashioned, steady, constant. Pricy feel. ; It’s my first one but I am a bit angry with them.

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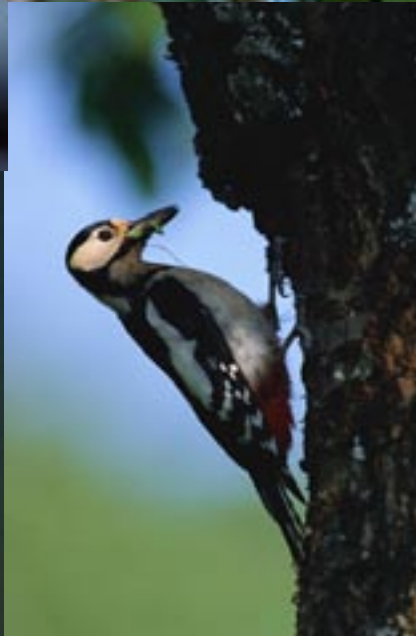


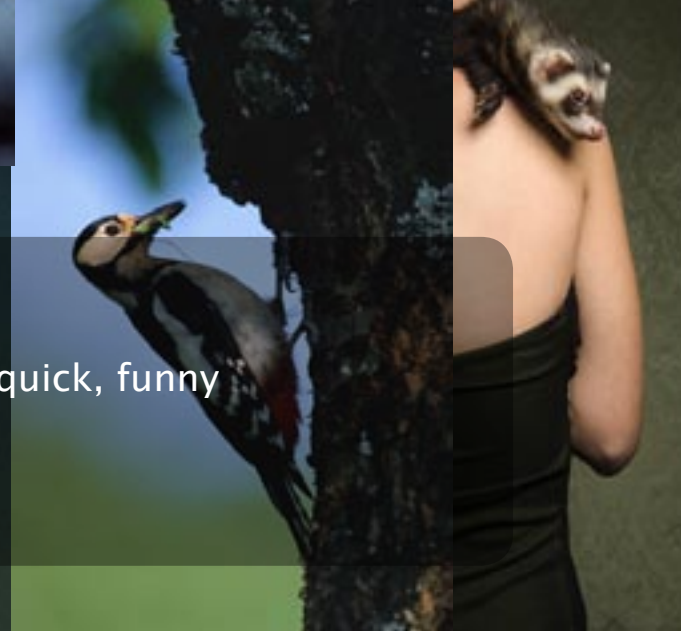
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9-) If DNA, ELISA, SONERA were animals what kind of an animal would each be?  
e.g. FAT CAT, Friendly but Stupid DOG, Wood Worm ...

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**DNA** woodpecker or rat (fast and clever); panda; annoyingly active mouse; lousy parrot ; pink panther ; sheep ; white mouse, like the ones they use in animal testing ; Squirrel ; some annoying puppy ; panther (pink panther heheh); cow ; slimy sea animal ; Stupid but energetic bird ; Overactive squirrel ; siamese cat, crocodile ; wannabe rockstar hedgehog ; arrogant weasel ; Friendly but stupid dog ; caterpillar ; pink cat ; stupid rodent ; rat ; bear ; cheeky mouse; a very small dog, one of those pocket dogs





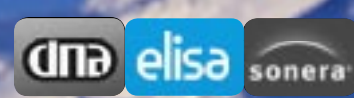
energetic, overactive, friendly, not powerful, symphatic, little, quick, funny  
unreliable animals

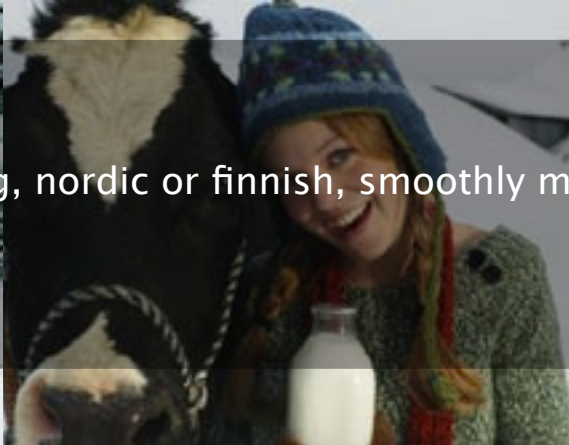


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e.g. FAT CAT, Friendly but Stupid DOG, Wood Worm ...

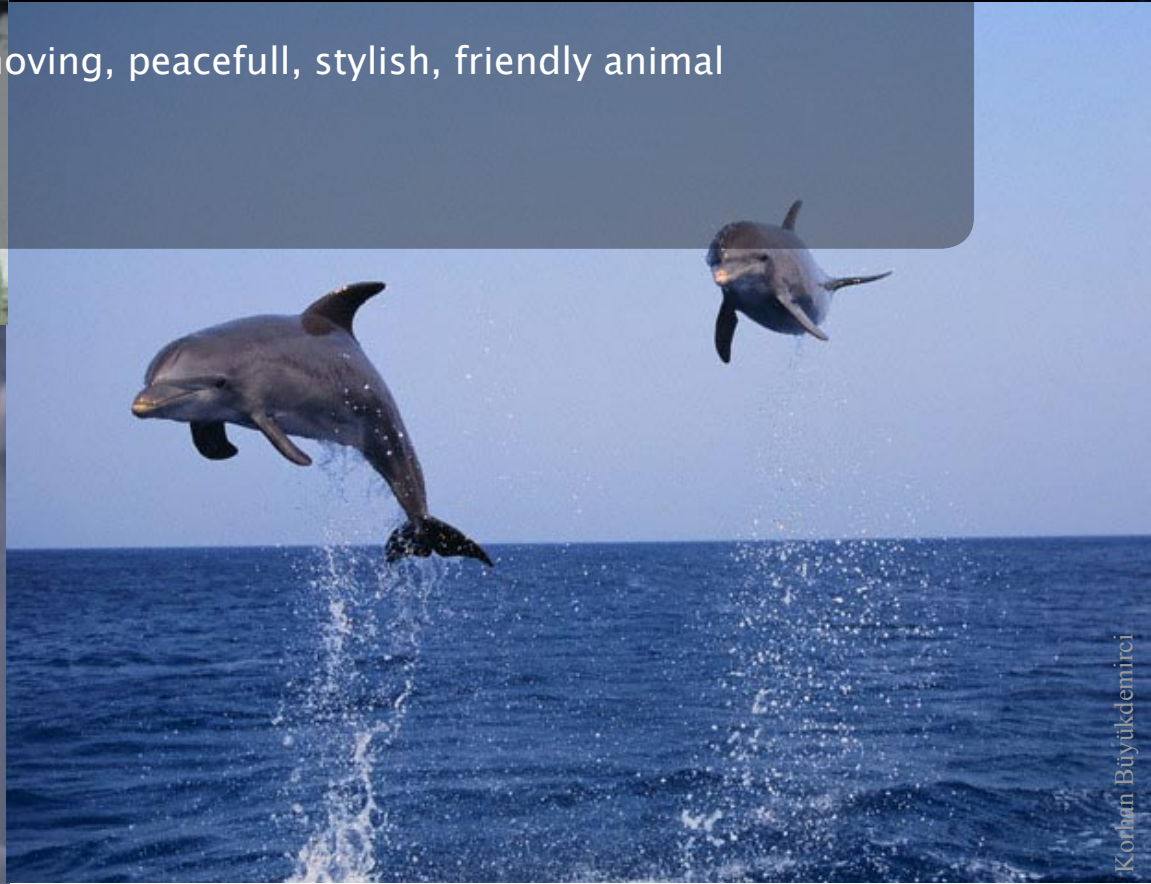
**ELISA:** --- ; cat ; phlegmatic big blue fish; stylish penguin ; some boring bird; goat ; Big friendly dog ; Reindeer ; a slow, Finnish cow ; bear ; dolphin ; friendly bear ; Finnish Bear ; Funny reindeer ; cow ; bored middle aged human ; good-willing stupid dancing reindeer; Swan ; A bat ; reindeer ; old blind horse ; horse ; hawk ; big friendly and a bit stupid elephant ; a city cat, no place for a cat

QUESTIONNAIRE RESULTS  
BRAND ANIMALS  
08<sup>th</sup> Feb 2007





big, nordic or finnish, smoothly moving, peacefull, stylish, friendly animal



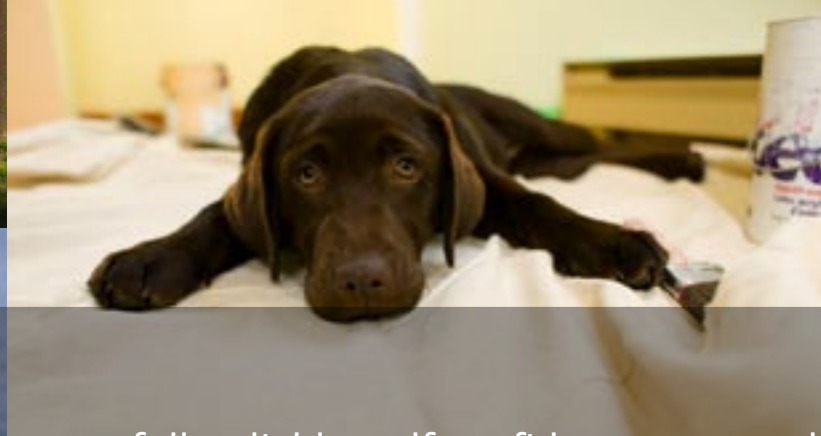
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**SONERA:** labradorin noutaja, family dog; sloth bear ; old red bird; deaf elephant;  
some boring bird ; cow ; a black horse ; Donkey ; something old, big and scary... a dinosaur?;  
moose; buffalo ; stiff eagle ; Whale ; Old owl ; lazy, friendly dog (berhandilainen) ; moose;  
huge fat bear with ski goggles ; fat cat; easy pet. Like cat or dog ; maybe a bird of somekind;  
lazy elephant ; hippo ; stone marten ; noble and elegant cat ; a butchered cow ; an old pretty  
reliable dog who eats a lot.

QUESTIONNAIRE RESULTS  
BRAND ANIMALS  
08<sup>th</sup> Feb 2007



QUESTIONNAIRE RESULTS  
BRAND ANIMALS  
08<sup>th</sup> Feb 2007



big, old, lazy, aggressive, powerfull, reliable, self confident, trustworthy



10-) Do you remember any of the current ad's of DNA, ELISA, SONERA? [YES/NO]  
If YES, which brand & what are your feelings about the AD or AD's? e.g. Humorous, Informative, Boring, the Usual ..

10-) Do you remember any of the current ad's of DNA, ELISA, SONERA? [YES/NO]  
If YES, which brand & what are your feelings about the AD or AD's? e.g. Humorous, Informative, Boring, the Usual ..

**DNA:** humorous, cool ; DNA – the series of “elämä on” ads. It's quite unusual, humorous and clever. Although irritating also. ; dna - something big & ugly in the city (i don't remember the message) ; DNA “ elämä on” is a legend!;-) ; DNA: Fun, recognizable. DNA with Elämä on & Kaamee kapula (fun and different than the others, created a lot of succession and new everyday phrases). ; DNA had some time ago “elämä on..” ads. they were funny. ; DNA: Elämä on, very funny ; DNA- the best commercials ever! “Elämä on... Dna: humorous, visually effective.. ; DNA for kids. ; DNA: IHANAN KALLISTA AD'S ; DNA – the irritating slogan “On” ; DNA: funny but boring; DNA – amusing but getting old. ; A bunny, stupid, not really long-term-decisions.

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**ELISA:** cozy, nice, very “ordinary people”, humorous, characters ; ELISA – two guys hanging around in different times. (at the movietheater in 50's and so on...) Quite funny. Not as irritating as DNA's ad.; elisa - jukebox campaign (fresh and interesting) ; The Elisa ads with the two guys are irritating ; ELISA: Classic, nice atmosphere, Finnish ; Can remember all of these. Elisa with the two guys (quite stupid ad's but they have some nostalgia in them) ; Elisa has the two fellows, which are kind of naïve. The ads are funny. two service men, not so funny, but describes the finnish attitude, trendy ; Elisa has this stupid-looking reindeer ; Elisa somewhat vague with their Sauli&Pauli. ; Elisa - the annoying dancing reindeer; I only remember Elisas silly men ; Mostly funny. Elisa is embarrassing.; elisa ads are annoying ; ELISA: different and intelligent . I also like the characters... I think it is the best part ; Elisa – no opinion.

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11-) Which AD did you like most? Name the BRAND — DNA, ELISA, SONERA?

dna 10

Sonera 6

Elisa 5

none 4

12-) Do you use the internet or 3G/GPRS services from your mobile phone?

Yes: 10

No: 15

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13-) If yes, Are you familiar with OPERATOR SERVICES such as: music download/ mobile tv or other services?

Email reading, public transportation, web pages surfing, Not much of any other than just surfing. But of these options i've bought a couple of games to my phone, YES, mobile tv (not interested in music dl), I used to prefer Elisa's mobile tv., I downloaded a game- just for experiment!, I only check public transportation time tables. Rarely though. , wap/internet

14-) Could you describe a dream mobile service or services you would like to have in the future?  
eg: showing discounted food offers from supermarket, when I am passing by etc...

Having surprise offers as: you have 15 minutes from now for a free call anywhere in the world. starting (time) aha... dreaming is free :); I just want to use my phone for speaking and sending sms:s. ; i don't want any special features before the mobile phone companies can make reliable phones with smooth interface. I have switched my camera/web/whatever phone into a basic model after I got frustrated to all the great features and services which were too time-consuming to use. I'm using internet most of my time so I don't know why i should have computer/internet features in my mobile when those don't work there as smoothly as on my laptop. ; fast network connection ; Free internet browsing; I'm happy to use the phone just as phone. I don't want to have everything in one packet. What if I would lose it! And I don't want to be forced to read my e-mail everywhere, for example on holidays. Navigation service, cheap beer; Customized services for my use. (?) ; Location based services, navigation; A map; Oh no, I don't use them, I use computer so i don't want them in my phone...; Reliable internet service which has same certain price/month (about 20€/month). Then I would only need one net connection and it would work everywhere I'd be.; -email, server space, account, banking, all synchronised in an easily usable way. Constant web -access.; That internet pages would really work beautifully in mobiles.; Automatic connection with internet through wifi (it already exists and it is not a service!)

15-) When was the last time you were in a mobile operator's retail store?

Less than 3 months	(6)
With in 6 months	(3)
With in a year	(3)
More than a year	(9)
Never	(1)

16-) What was the reason for visiting the store?

(6) to check new price/phone offerings	(8) to have a new subscription/phone
(2) issues with existing subscription	(6) others .....

- To visit a friend working there
- To go with friend
- To visit a store in netherland
- To get mobile phone fixed
- Asking prices for abroad (2)

17-) If you remember your experiences, what do you appreciate / dislike about mobile operator retail stores?

Interiors in shops are important, usually they are too techy and not “welcoming”. Also the staff is very important. I received very bad service at sonera store and extremely good service at dna store, so I chose dna. At sonera store the staff was not eager to help or

all the techy things about phones and services. At dna I was welcomed and taken seriously and I was helped to find right solutions for my needs in subscriptions and phone. I also received extra help which was not directly related to my order. Also the shop was a little

store, I really appreciate the service of staff. | If the service isn't working. You have to wait for being serviced or you can't get could service. (eg. answers for stupid questions) | I didn't like that the sellers were not dressed up similarly/consistent. They looked messy and I go

messy(sonera). | It was quick and easy, and good service. (elisa) | I don't know... I wanted a cheap phone and I got one. Mission completed, fast and easy.(telefin) | Usually I personally know much more about the subject than the retail persons. | They try to sell the

my employee.(elisa) | They concentrate on selling, not servicing people. For example they sold my mother a fine new mobile and she can't even send an SMS! | I have an old phone myself and I'm not interested in new ones....they don't have just very simple, but stylish design phones...I don't need internet in my phone and all the other services...just a phone. And I feel that new phones get broken much faster than older models. So I don't usually need those stores. Maybe I could go there if I'd need some accessories,

but service in stores is usually good. (sonera) | The guy explained me the differences of liittymät positive | -vague offerings, no clear structure- e.g. a price list like a menu, use of dummy phone models | You had to wait long time before you were served. It was not good. | Once in Sonera's retail store I had the feeling they didn't really appreciate me as a customer because my mobile phone was old and I wanted to fix it, not to buy new one | Stuf didn't know how to use the phone he was trying to sell to me. | I have not found

rest, plus workers are usually unfriendly) | Appreciate fast and knowledgeable service. Dislike lack of models and staff. | I'm not looking to get seduced by an operator | Slowness, not very professional customer service or information of products | old woman was there as customer and she was supposed to wait something to be activated about an hour and the seller wasn't telling her why she should wait when she was asking. The sellers were also laughing at her and underestimating her and the sellers were not properly dressed | That situation at the store made us uncomfortable even though we got our subscription done quite well. | Slowness, not very professional customer service or information of products

17-) If you remember your experiences, what do you appreciate / dislike about mobile operator retail stores?

*.....Interiors in shops are important, usually they are too techy and not “welcoming”. Also the staff is very important. I received very bad service at sonera store nd extremely good service at dna store, so I chose dna. At sonera store the staff was not eager to help or look for my need and I felt I was not appreciated. I also felt I got bad service because I am a..young female and I did not know all the techy things about phones and services....*

*..... They concentrate on selling, not servicing people. For example they sold my mother a fine new mobile and she can't even send an SMS!.....*

*..... Once in Sonera's retail store I had the feeling they didn't really appreciate me as a customer because my mobile phone was old and I wanted to fix it, not to buy new one.....*

18-) Could you suggest ways in which this experience could be improved; What would be nice a retail store gives/offers? eg: it would be nice, if they give me free coffee in retail store

Staff is important, their knowledge and friendliness. Also the interiors could be nicer, more friendly and open. I don't care about coffee on mobile operator shop, maybe | maybe separate the services so you don't have to wait for the phone buyer to decide what he wants to get information on services for example. | Just enough of friendly people working so that I don't need to wait or be afraid of stupid questions. | It would be nice to have freindly sales person other than young technology nerdy guys who talk about model numbers and jargon. | fast and kind service would be enough, I will not go to store to spend time but to take care of my mobile phone things | Well, coffee is always nice, but I really don't need any extra services. This kind of boring things like buying a phone I just want to handle as fast as possible... But if, for some reason, I would need to queue, coffee would make me feel less annoyed... And candies too. No, In fact, I would appreciate them giving my coffee money to charity instead. | Easy access to all the information about phones features | As all the stuff can be checked through web etc and my subscription is working fine I have no need to visit stores.| More information in forehand about the different contract options, and perhaps a possibility to do a test for choosing the right contract while waiting. Beverages and chairs. | I don't like if they are selling too aggressively. Even though there would be right product and price, I wouldn't be if the sales man is too slimy. | Find out what customer REALLY needs. | -a clear categorized list of offerings and an open choice, retailed offering. Real phone models on show to fiddle with and test. | Some kind of goodie bags..I don't really know | It would be nice to have a good phone"bag" for free. | Phones were presented one by one with explanation, there was a coffee in the shop where u could drink something while sitting on sofas and chairs, high ceilings with pleasurable atmosphere and music, nice brand identity, clean. The coffee was not free and in every part of the shop u could see videos/webpages or magazines related to the brand (orange NL) |

19-) What is your first Choice or Option to gain access to Customer Service when you face a problem with your connection?

Internet help (provided it is possible ...)	(11)
Phone help (provided it is possible ... )	(14)
Visit the retail store	
Other .....	

20-) Have you ever faced problems with your operator? [YES(7) /NO(17)]

ii - Did you get the help/support/solution you needed? [YES(7) /NO]

iii - If YES ... How was the problem solved?

Not so well. I had to call to customer service because I could get help on Internet service. Then I got instructions that "Somehow You cannot do this on internet service even it has worked before and therefore you must call here everytime you are changing this option in the future". And the case was not so big..something like ordering new sms-package.

I got help by calling

On the phone.

When abroad, my phone received the same SMS several times. I informed the operator and it stopped. I told them what was wrong (of course I had to go to retail store to tell what is wrong. it seems to be impossible to access there via phone ) and they fixed that with a little fight and some extra costs for me. And the brand was ELISA god damn it!!

I dont remember (3)

21-) How often do you visit the website of your mobile service operator

once in 3 months	(10)
once in 6 months	(5)
once a year	(4)
More than a year	(1)
Never	(5)

---

22-) What was the reason for visiting the website?

- (6) to check new price offerings
- (8) to check your bills
- (2) issues with existing subscription
- (6) others .....

tried to find the music store. | i lost my phone | Search help with connections between Mac and my mobile | to get settings | check the roaming costs | check an MMS i could not open | dont remember | just to see

23-) Was it helpful (i.e. did you get what you were looking for)?

(15) Yes, it was helpful

(5) No it wasn't helpful, explain

...couldn't find the link to the store from the website |  
I couldn't find a word about Macs on the net page | difficult  
to find stuff | user profile did not work | because I was trying  
to get info how much phonecalls and SMS cost to India and I  
couldn't find the info. So I emailed. |

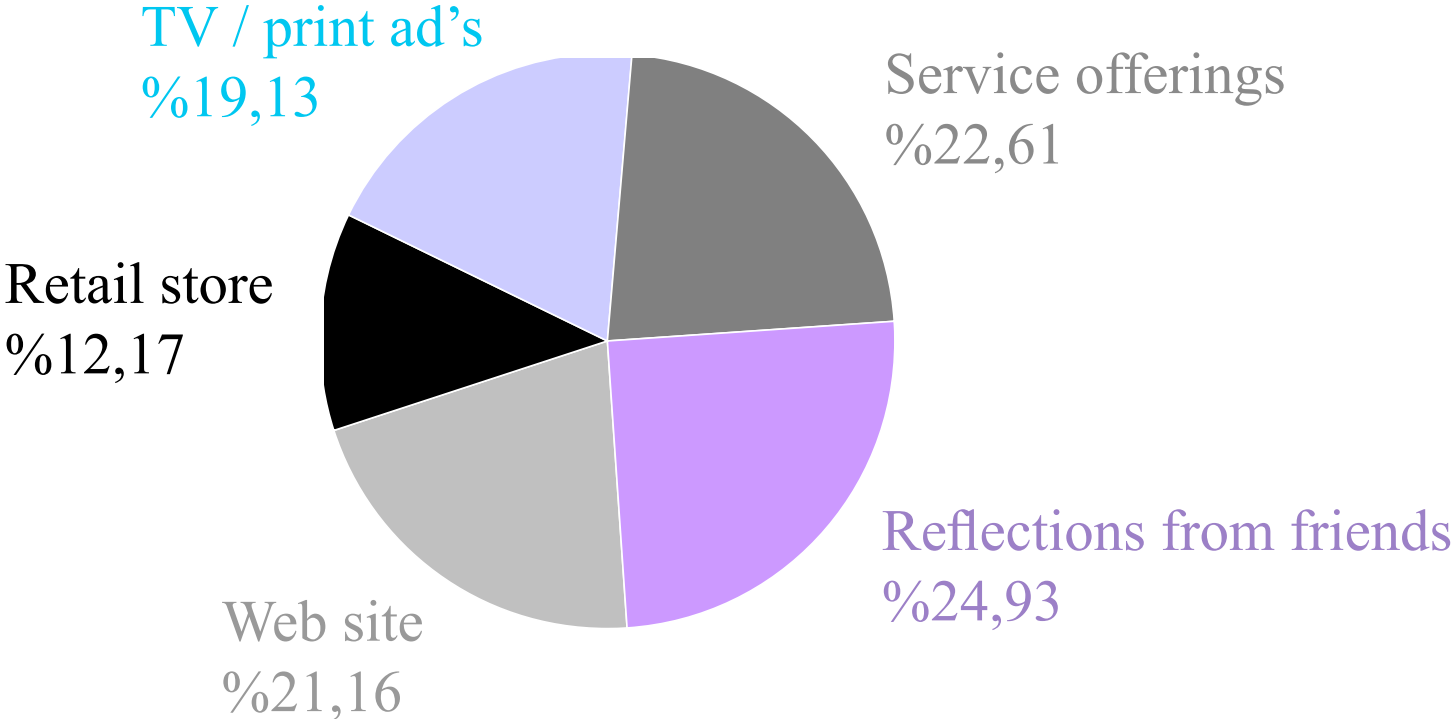
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24-) Could you suggest ways in which this experience could be improved?

faster and simpler navigation | .....In my opinion it's important that at least the site  
where you can check your bills and such personal things doesn't change layout or  
construction too often. It's annoying to get lost. | .....keeping it up to date and same  
links in Finnish also in English, we foreigners are too lazy to find out from the Finnish  
site..... | more clear structure on the page | Just remember all the Mac users! | Make  
it simpler | If automated web services are in use they has to be so stable that the user

25-) Which Marketing Communications channel is more important/suitable for you, when choosing a mobile service operator. Could you arrange the following keywords according to their level of importance to you? Write the #1 beside the most important, #2 beside the second most important, and so on until the last and least important.

*TV / print ad's, Retail store, Web site, Service offerings, Reflections from*



26-) Could you arrange the following keywords according to their level of importance to you? Write the #1 beside the most important, #2 beside the second most important, and so on until the last and least important. (EASE OF USE, SIMPLICITY, USER FOCUSED INNOVATIVE, PERSONALISED, COHERENT, FUN, MEMORABLE & DIFFERENT)

- 1 EASE OF USE,**
- 2 SIMPLICITY,**
- 3 USER FOCUSED**
- 4 INNOVATIVE,**
- 5 PERSONALISED**
- 6 COHERENT,**
- 7 FUN,**
- 8 MEMORABLE & DIFFERENT,**

27-) If DNA, ELISA and SONERA offered the same price offering for a service, which one would you select first, second, third if any?

ELISA	9
SONERA	8
DNA	2
Saunalahti	1
Telefinland	1

participants subscription

Elisa: 7  
Saunalahti:6  
Sonera: 5  
Dna: 3  
Telefinland: 3  
Kolumbus:1

28-) If DNA, ELISA and SONERA offered the same price offering for a service, which one would you select first, second, third if any? PLEASE EXPLAIN WHY

Sonera, tradition (DNA) | DNA, energetic and trendy | Elisa, no personal opinion, distant

First would be Sonera – it feels most reliable (saunalahti) | Second Elisa - it's neutral | Third DNA – it's irritating. I don't like their style of getting clients

I □

dna (because it has the cheap and annoying feeling) (sonera/ employment contract)

Sonera feels the most reliable (dna) | DNA indifferent | Elisa last, cause I don't like the elisa brand

Sonera- trust, DNA- fun, Elisa- not at all (sonera)

Elisa | Sonera | Dna

I'm using elisa now and happy for it. Dna i was using before, and changed when their customer services sucked. (elisa)

Elisa, it feels like the most local one. (sonera)

1.DNA 2.Elisa #. Sonera

Because I've been a customer to DNA and the experiences were quite good. The prices were low and so on. For some reason I have anticipation toward Sonera so I would choose Elisa before Sonera.

Elisa | Sonera | Dna

I would never choose DNA and I'm happy with Elisa

Stay with the one I already have – no need to change. (saunalahti)

28-) If DNA, ELISA and SONERA offered the same price offering for a service, which one would you select first, second, third if any? PLEASE EXPLAIN WHY

elisa, because I've used the operator such a long time already

Elisa, Sonera and DNA. I see Elisa as Finnish operator, which is trendy and offers high quality services. Typically Elisa does new things first or at least at the same with other operators. They also has very good corporate image without any conflicts in media.

Elisa gives S-bonus and I have been quite happy with services, GSM field (I don't know if there's any difference anymore with operators). With DNA you really miss good services.. the connection was bad at my summer house for some reason.

Telefinland | Dna | Sonera | Elisa

I like Telefinland...sonera's net is wide and this is in same net...but pure sonera is for grannies...it has been as expensive as elisa so I don't trust it's prices...

Dna is good too, but I have heard that there has been problems abroad with it.

Elisa's network is shit in countryside(and possibly somewhere else too..). In same place sonera's (telefinland) net is perfect and with elisa you have to go out to speak and you can't for example call from phone to another even they are about 1m from each other....(my dad has elisa and is so bad and expensive! he is gonna change it very soon.)

Sonera, certainty; 2. Elisa, sympathetic; 3. DNA, annoying (saunalahti)

ELISA: Finnish | DNA: Funny AD'S | SONERA: Foreign and messy corporate. Are after money. (elisa customer)

Sonera, oldest and most known brand | ELISA feels more confidential than DNA | DNA according to my friends they have had problems with the operator (saunalahti)

Sonera, most trustworthy. (saunalahti)



TARGET: Teenagers & young customers who does not have much money

STRENGTH: Cheap, Youthful, teenage, Fun & playful, Cheerful & energetic, trendy very focused and fulfilling the desires of target market

WEAKNESS: Too offensive branding strategy Annoying for some people  
Unreliable bad coverage not as good as competitors  
Weak customer service. Cheap but unreliable

OPPURTUNITIES/THREATS: At the moment dna does not have a good image on adults and lacks quality. Through increasing customer service & coverage it can expand its existing market



TARGET: All segments of the market especially families.

STRENGTH: Strong Finnish identity, established big company, its history creates trust & reliability, more friendly and simple than sonera

WEAKNESS: Does not have focused target such as dna; Elisa trying to please all segments, therefore it is more neutral.

OPPURTUNITIES/THREATS: Too much neutrality makes it boring & cool



TARGET: All segments of the market especially families.

STRENGTH: Due to its huge scale & history Sonera creates reliability on minds of customer, much bigger than its competitors

WEAKNESS: Customer service problems  
Sonera has very old & boring image that has not been changed so much after privatization Tele. Today Sonera is still for grannies, too expensive but not exclusive service, too serious and not friendly

OPPORTUNITIES/THREATS: Dna's expansion to the other segments can create a big problem.  
To satisfy all the segments makes it harder to clarify brand.



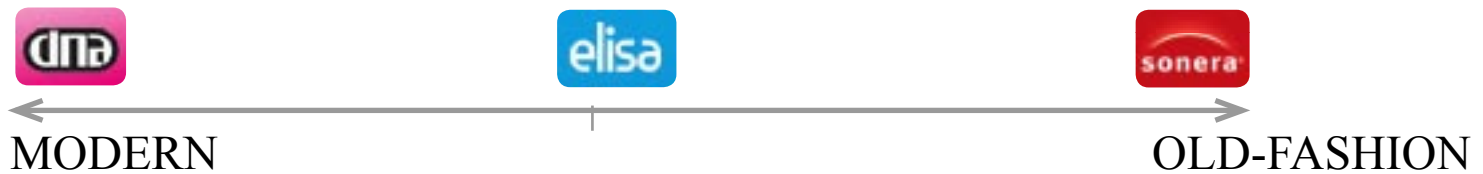
Expensive, Established, Traditional, Old, Old fashioned, Boring, Reliable, Big, Serious



Cheap, Unestablished, Young, Trendy, Funny, UnReliable, Small



Neutral, established, innovative, Fresh, Cool, Reliable, efficient, trustable, Finnish,  
Efficient, Big, Friendly





**sonera®**

**KIITOS**