

ITV



Carrier billing operates across ITV's consumer competition and interactive formats

Overview

ITV is home to many high-profile shows, such as Good Morning Britain, This Morning, The Voice, Britain's Got Talent and The X Factor. The ITV competition portal, www.itv.com/comps, enables consumers to enter competitions online.

The product that Fonix has provided ITV, extends the user experience across multiple devices, giving audiences more choice in how they engage with ITV's shows.

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Testimonial



Peter Mossman
Director of Interactive, ITV Media and Entertainment

"Seamless payments mean a better customer experience. Our collaboration with Fonix elevates how audiences connect with our online draws and competitions. By enabling direct pay-by-phone-bill functionality alongside our other online payment offerings, Fonix helps us meet the needs of evolving consumer habits with effortless, multi-platform convenience."

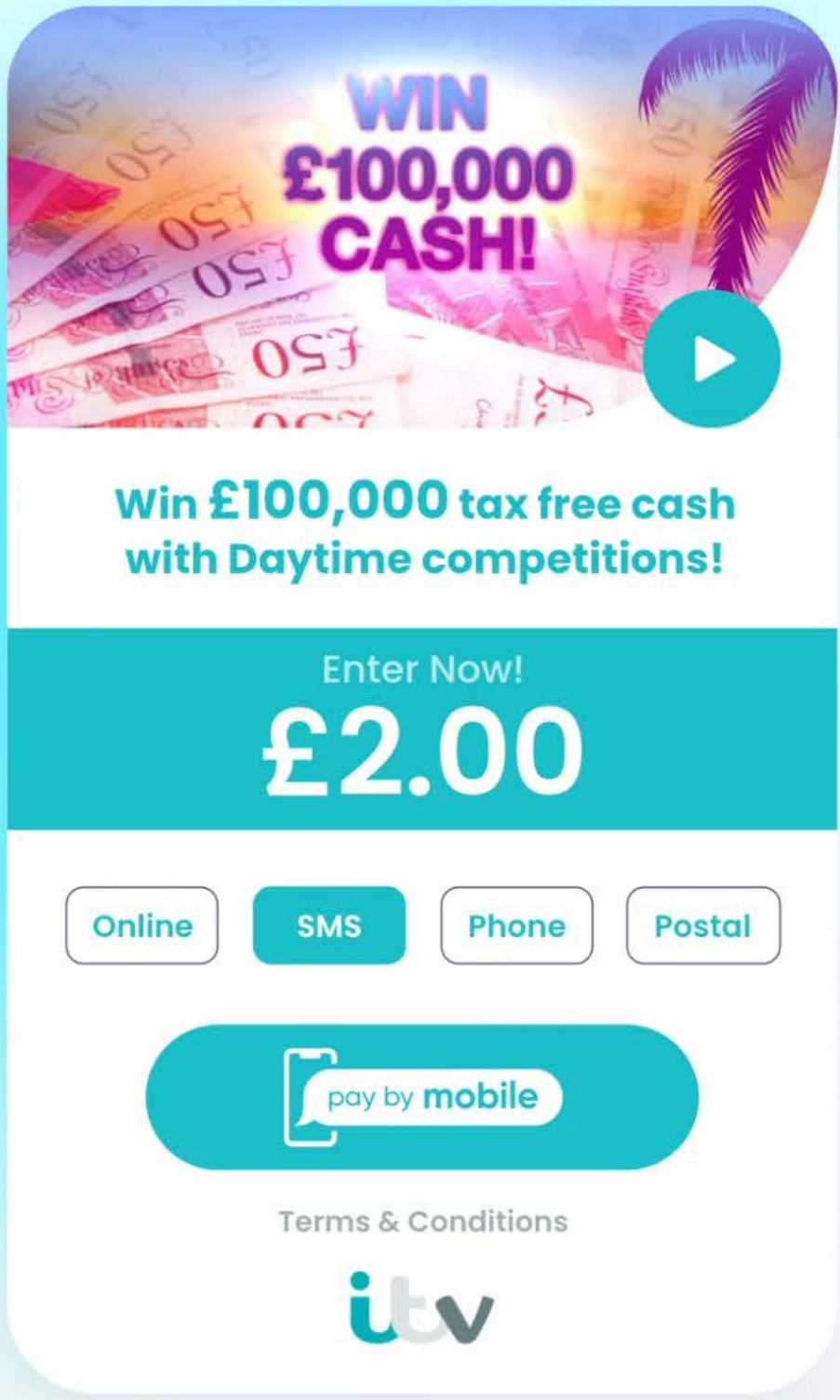
The Challenge

What was our job?

The introduction of the portal was all about giving viewers the best possible user experience when entering competitions and enabling them to see all the competitions available in one place. The payment process was such an important part of this – a poor user experience when it comes to making payments can result in cart abandonment. Therefore, ITV needed a solution to ensure that payments within their portal were as frictionless as possible.

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The Solution

Finding the best way

Fonix worked with ITV to add a carrier billing payment mechanic to the ITV portal. This allows consumers to log in and enter competitions, using their mobile number as their username. Consumers then need to confirm that they want to charge the competition entry to their mobile phone bill. Consumers then receive a receipt message via text to inform them that their competition entry has been successful. Moreover, this solution makes multiple entries also much easier, allowing consumers to select the number of entries they want, and click to confirm. This avoids having to send individual premium SMS entries and re-enter the keyword, making another phone call or sending another postal entry.

The Results

	Less Friction	Reductions in Friction during payment process
	Multiple Entries	Multiple entries are easier
	More Per Person	Increase in average numbers of entries per person via direct carrier billing

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