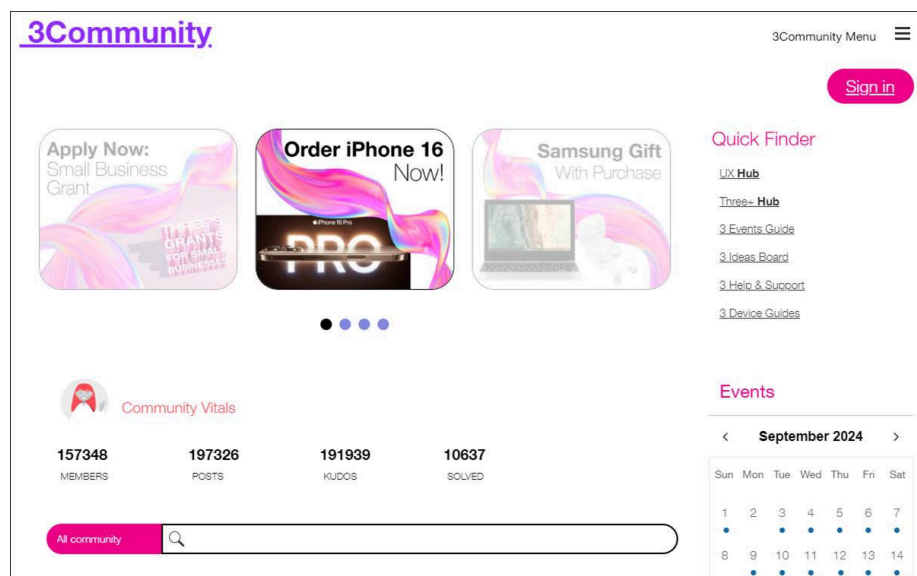# The Three Ireland Story

Three Ireland drives product innovation and supports business growth through customer-centricity

Executive Summary

Three Ireland is Ireland's largest mobile telecommunications and Internet service provider. With a 46.5% market share and serving over 4.5 million customers, Three Ireland strives to provide its customers with a better-connected life through meaningful products, best-in-class service, and a connected network experience.

The company recognized it had untapped potential to connect with its online customer community to better deliver on its mission. By providing a more engaging platform and intuitive purchase journey, Three Ireland saw:

- → **135% increase** in sales conversion rates
- → **26% YoY growth** in community membership
- → **11%** of digital customer support handled in community

Three Ireland's Rationale for Change

Three Ireland remains steadfast in its dedication to digital-first support and providing a best-in-class customer experience. To deliver on this commitment, Three Ireland needs consistent and direct customer feedback. This customer insight and input are beneficial for progressing ideas for product innovation and ultimately support business growth and drive sales.

While its existing support forum was a powerful tool for customer self-service and issue resolution, the company hypothesized that by increasing the capabilities and use cases of its support forum; it could transform the service-focused forum into a full-service community that helped customers share ideas, discover new products, and be inspired by peers.

With these goals in mind, Three Ireland evolved its customer service and support forum into a robust and engaging customer community named 3Community.

The Three Ireland team

Solution

The team at Three Ireland devised a multi-step approach to achieve the goal of engaging its customer base and driving additional customer journeys. The company's tactics included:

- **Increase community visits**: Providing new features and activities to its community users, such as summer competitions, profile avatars, updated superuser ranks to gamify engagement and eye-catching custom badges that help attract customers to become members of 3Community.
- **Drive member engagement:** Once members are on 3Community, valuable content, such as planned network outage information, has helped make 3Community a go-to source of knowledge and updates for members. Three Ireland has also launched a dedicated space for customers to provide feedback and offer suggestions that are viewed, engaged with, and actioned on by their product team. Members feel seen, heard, and valued, all actions aiding in increasing member engagement and activity in the community. Additionally, the team has introduced an integration with Salesforce, enabling business customers to connect with Three Ireland's support team 24/7 to identify device issues.
- **Cross-sell / upsell opportunities:** To capture members' attention, Three Ireland includes product mentions on blog pages and features a carousel of content on the community homepage to help bring relevant offers and sales promotions to the forefront.

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> We try to identify ways that we can make our products better. As a company, it's really valuable to have that level of insight and an open group that we can contact on a one-to-one or one-to-many basis. We can ask them, 'Is this working?' and 'Are we going in the right direction?'
>
> **Patrick O'Brien**
> Digital Services Lead, Three Ireland

Outcomes

Creating a more mature community where customers desire to gather and share ideas has proven beneficial for Three Ireland's business. These efforts have collectively contributed to:

- **Increased digital support volume in the community**
  - 92% of all customer support at Three Ireland is handled in a digital forum. The 3Community makes up 11% of this total, which has increased as overall digital support has simultaneously increased.
- **Boosted community membership growth**
  - Three Ireland's membership has grown from 122,000 members last year to 154,000 members this year, a 26% year-over-year increase.
- **Customer-influenced product roadmap and innovation**
  - So far this year, engaged community members have helped bring in 55 product ideas, 22 of which were delivered, influencing the company's product roadmap. These combined ideas have received over 8,500 views from over 1,600 visitors, helping to reduce the need for agent contacts in more expensive channels.
- **Increased sales revenue**
  - Three Ireland has seen an increase in sales conversion ratios from an average of 2% at the start of the year to 4.7% today, a 135% increase YTD.

Community drives growth
Three Ireland's community improves support resolutions, and increases sales conversions.

| 11% | 135% | 26% | 8,500 |
| Of digital customer support is handled in the community | Increase in sales conversion rates | YoY growth in community membership | Views of product ideas have helped reduce need for agent contacts |

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