

## Giffgaff vs Tesco Mobile – Battle of the telecoms customer experience management brands



Giffgaff and Tesco Mobile are closely matched in the battle for [telecoms customer experience management](#) supremacy. Giffgaff's consistent performance has afforded the brand an excellent 33rd place in last year's [UK CEE rankings](#), with an impressive CEE score of 7.70. Tesco Mobile, meanwhile, has recorded similarly strong results, scoring 7.69 and finishing in 36th place out of all the measured UK brands.

### The virtues of a simple website

It is clear from [The Six Pillar System™](#) that both brands have strong capabilities in the pillar of Time and Effort, with Giffgaff achieving an outstanding 8.16, followed closely by Tesco Mobile's 8.09. And one of the contributing factors to Giffgaff's success lies, undoubtedly, in the design of its website. Its clean, easy-to-navigate interface enables the customer to effortlessly log in to their own personal space to access their account details, and any questions they might have can be swiftly put to the Giffgaff community, an online forum that is moderated by employees and customers alike. There are also extensive FAQ sections and, should the customer wish to speak to Giffgaff directly, the places to do so are clearly signposted.

Notwithstanding this success, Tesco Mobile is also granting its customers a fast, effortless experience. As one user stated: "I found the website very easy to navigate and all information was laid out well and easy to understand. I found a suitable product that was great value for money and ended up purchasing the phone... The whole process was stress-free from initially searching for the deal I wanted to the delivery of the handset..."

### Personalisation in telecoms customer experience management

Tesco Mobile is also performing well in the pillar of Personalisation. In fact, this is the strongest aspect of its telecoms customer experience management, allowing the brand to edge slightly ahead of its rival with an excellent score of 8.10. It describes itself as "an award-winning network, proud to put its customers first," and it is clear that it is living up to this statement. It goes on to explain: "If you ever need to speak to us, you'll get to experience our multi award-winning UK-based Customer Care for yourself," suggesting a level of intimate contact that can sometimes be hindered if a customer has to traverse a difficult language barrier, or sit in a telephone queue for hours at a time.

Moreover, Tesco Mobile appears to offer a service that is truly bespoke. “When you add one or more family members to your Pay monthly account, each of you can choose your own free monthly perk,” the brand points out. “Extra minutes or extra data – it’s up to you.”

And whilst Giffgaff is also enjoying success in the pillar of Personalisation, it is arguably more aggressive in its attempts to connect to its customers. “We are the David amongst Goliaths in mobile-land,” it says. “Big mobile networks like things their way... They’ve had it too good for too long and that’s where we come in. We are a new way of doing things and our ambition is endless. Hence the name ‘giffgaff’, which is ye olde Scottish for mutual giving... We’re really chuffed you’d like to join Giffgaff and if all goes well, we’ll see you on your first day to welcome you to the most welcoming mobile network in town.” Evidently, the brand is keen to reassure customers that it is on their side and that it can see things from their perspective, hence why it’s About section is written in a more conversational, ‘pedestrian’ tone. This helps Giffgaff to forge deeper, more personal relationships with its customers, and provided it can sustain this approach, its success both in this pillar and as a telecoms customer experience management brand will likely continue.

### Pushing the right buttons

At present, both Giffgaff and Tesco Mobile are forging ahead in ways that phone-users understand and appreciate. They have devised strategies which provide effortless, more intimate customer experiences. It will be interesting to see which position each brand is placed in the 2015 UK CEE study released later in the year.

