# A New Dawn for Sky TV's website



CASE STUDY

Sky TV partnered with Assurity Consulting to reimagine the design of its online experience. Working alongside the broadcaster's team, Assurity sought to understand customer pain-points and used them to redesign sky.co.nz and usher in a new dawn for the brand.

Sky TV is a New Zealand pay television company that launched in New Zealand in 1990 with three channels. Today, the company provides satellite television and media streaming services to domestic and commercial premises. With over one million combined customers across its satellite and streaming services, Sky is the country's foremost broadcaster of premium paid entertainment services.
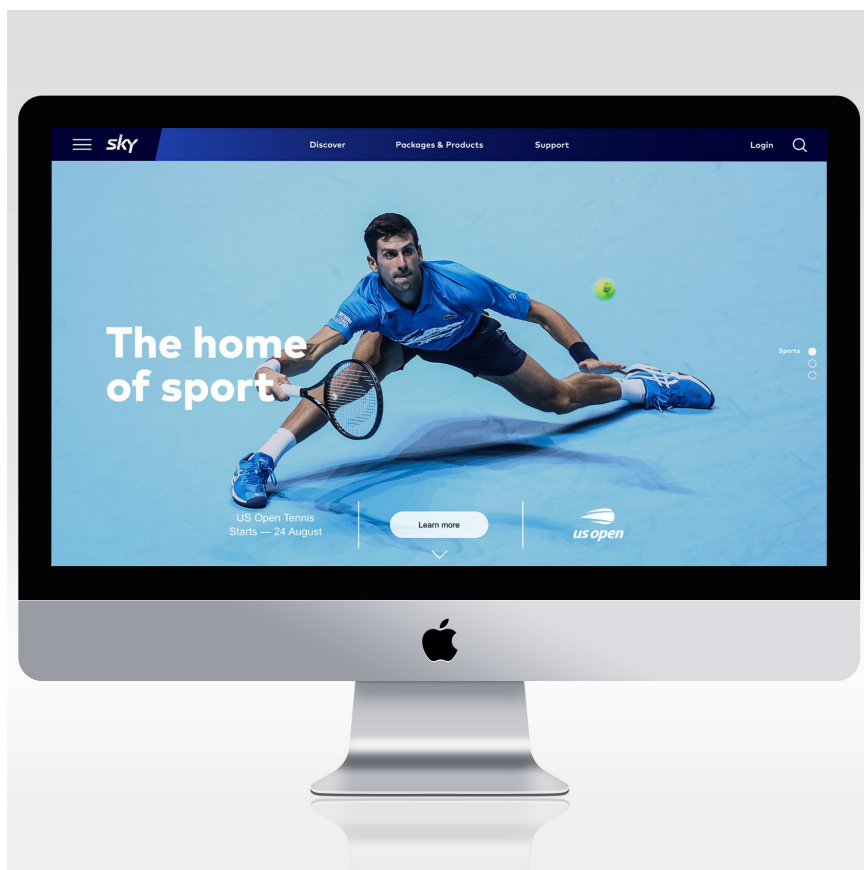
**PHILIPPA MORRIS**
**HEAD OF DIGITAL MARKETING &**
**CUSTOMER COMMUNICATION**
**SKY TV**

## Situation

With its historical roots as a satellite broadcast operator, the Sky website developed organically over the years and had lost its purpose for customers, explains Philippa Morris, Sky's head of digital marketing & customer communication.

By this, she means the site didn't cater well to users. "It didn't know if you're a current customer or if you were there to sign up for Sky, therefore making it difficult for customers to do what they wanted, and it didn't clearly articulate our product proposition. This was apparent as our customers were preferring to deal with us through the call centre, rather than through online self-service," Morris explains. "Our customers increasingly expect engaging experiences and digital self-service online," says Morris. That said, she adds that the website wasn't just about a change to digital ways of doing things, but more about being where the customer wants to be. "If they prefer coming in through the contact centre, that's no problem and most welcome. But if they prefer using the website, that's also great. We wanted to make it easy as possible for anyone to interact with us, using the channel which best suits them."

Morris also says the previous site was focused on acquisitions, which often made current customers feel undervalued when they were on the website. "Even navigation for potential new customers was a bit confusing, given the range of Sky packages available, which made it hard for customers to understand what they were purchasing. And we needed to add features for existing customers to pay bills or find out about new content, without constantly bombarding them with offers."

"You only had to look at our website to see why it needed redoing. With organic growth, it became a site with little structural architecture and that means it tended to take visitors on a dead-end journey."

# Solution

Sky had engaged Assurity through an RFP on another project closely aligned with the website experience. With an iterative approach to user experience design, Assurity doesn't just say they put customers at the centre. They actually do so, involving real customers by reaching out, gathering information, and testing developments. "It may seem odd, but on projects like this it can be easy to forget about the customer. Everyone within the business has a view of what they believe the customer may want, until you actually go and ask. Sometimes, the answers can be illuminating, and the bottom line is the customer voice is absolutely important. It removes any space for interpretation, assumption or inference."

With a large database, Morris notes that getting customer participation is a matter of contacting people and asking for their input. "Most are very willing to share their ideas and be

"There, the company demonstrated that design-led thinking and customer-centricity is core to their way of working, and I was very impressed with what they were delivering. This fitted nicely with what we were wanting to achieve on the website and having a consistent partner for our Customer Experience design was going to allow us better alignment across multiple streams of work."

involved in the project. We worked regularly with customers in short 2- to 4-week sprints, and also engaged potential customers to cover all possible customer interactions." Sometimes the same customers were polled to get views on iterative developments, sometimes new ones were asked to provide their experience of the engagement. "We'd canvass a wide spread of inputs and reactions to any development."



* Testing the prototypes with customers

# Results

Assurity focused on the CX and UX of the site and worked with Sky's inhouse development team for the build. With an iterative process to ensure what we were designing could be built within the constraints of our tech stack.

The measures of success for Assurity's work, she continues, include lifting conversion rates for sales and turning more customer interactions to digital, along with standardised measures of increased website traffic. These can only be put to the test after the website is live, but Morris is enthusiastic about the results delivered to date.

Having COVID-19 hit during this piece of work meant rapid adaptation was necessary, notes Morris. "We had to change quickly and Assurity has adapted and worked with us as needs have evolved; at every stage, exceptional work has accelerated our journey to being more customer centric," she comments. Assurity, adds Morris, is a partner rather than a vendor or supplier. They were agile and adaptive at all times, responding to how our business works and its needs, including the stop start nature of the project. And then when

"One of our major challenges was taking a large group of internal stakeholders on the journey, all of whom approached the project with different thoughts and desired outcomes. The Assurity team has managed this so well, with considerable efforts and time invested in taking our teams on the journey, showcasing the importance of customer-led design in achieving our goals, and always using the customer to lead the conversation and engage the wider Sky team."

lockdown hit, we were impressed with how rapidly Assurity moved to keep the project going, keep hitting the deliverable dates and finding new ways of operating by going above and beyond any expectations."

Working with Assurity, Morris says, is like having an extention of the Sky team who share our passion. "It's great to engage with people who love customer experience so much. Our knowledge and skills have grown in this space through the engagement, and it's put the business on the start of a journey defined by and for the customer."
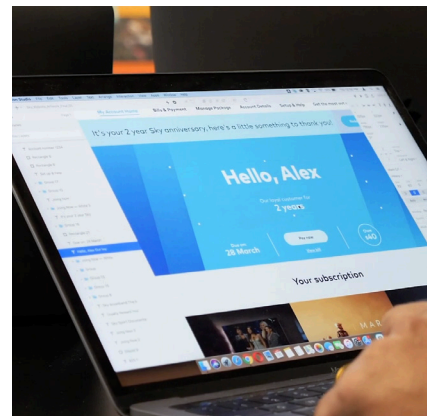


* New design for an intuitive my account section that gives customers a greater sense of control and appreciation of their Sky subscription.

# Sky TV
# A New Dawn

**Challenge**

For an entertainment business, Sky's website was anything but entertaining. Customers behaviour and their usage data highlighted an outdated, static and confusing experience which drove enquiries to the call centre. Our challenge was to create an intuitive, seamless and entertaining experience, that let Sky's content do the talking and empowered customers to help themselves.

**Approach**

Following user research we worked to define the website strategy before moving into an iterative design approach, validating through customer testing while integrating and development teams to inform the UX design direction.

**Outcome**

Through the series of 10 design sprints, 40 customer interviews, 10 internal interviews, we designed a full website experience. Amidst a global pandemic, we might add. A static, convulted, 500 page website, has been transformed into an exciting, content rich, frictionless 20 page website.

**Industry**

Telecommunications, Media and Entertainment

**Services Provided**

Deep Empathy
Customer Segmentation Strategy
Customer Experience Strategy
Product Strategy
Creative Direction
UI/UX Design
Rapid Prototyping
Digital Delivery
Product Launch
Agile Coaching

assur+ity

**Make your future**
Your future depends on better meeting your customers' needs. At Assurity we use our skills and extensive experience to help you develop your business in a fast-changing digital world.

At Assurity we believe that people should be at the core. We believe in the power of partnering with organisations to solve complex problems, creating value in all we do and using technology to support the changing needs of society.

We create innovative products and experiences that customers will love. We support you to build a high performance culture that enables your business to be truly adaptive. And we modernise technology to enable continuous delivery of digital products at pace.