

CLP Online Move-In

The Challenge

CLP aims to bring a smarter and more sustainable future to its customers in Hong Kong through enhancing the digital channels.

Our key digital transformation initiative was revamp the Online Move-In with the following main foci:

- Increase Online Move-In adoption rate and service awareness
- To increase property agency engagement as they represent a large number of request cases and could increase the higher adoption rate for Online Move-In
- Reduce the number of call-ins in the long run

Design Research

"Some people think design means how it looks. But of course, if you dig deeper, it's really how it works." — Steve Jobs

Understanding the problems

The scrum team and I began to study how users move through Online Move-In funnel, user interviews results, benchmarking results, usability tests, and surveys with individual residential tariff, property agencies and project stakeholders.

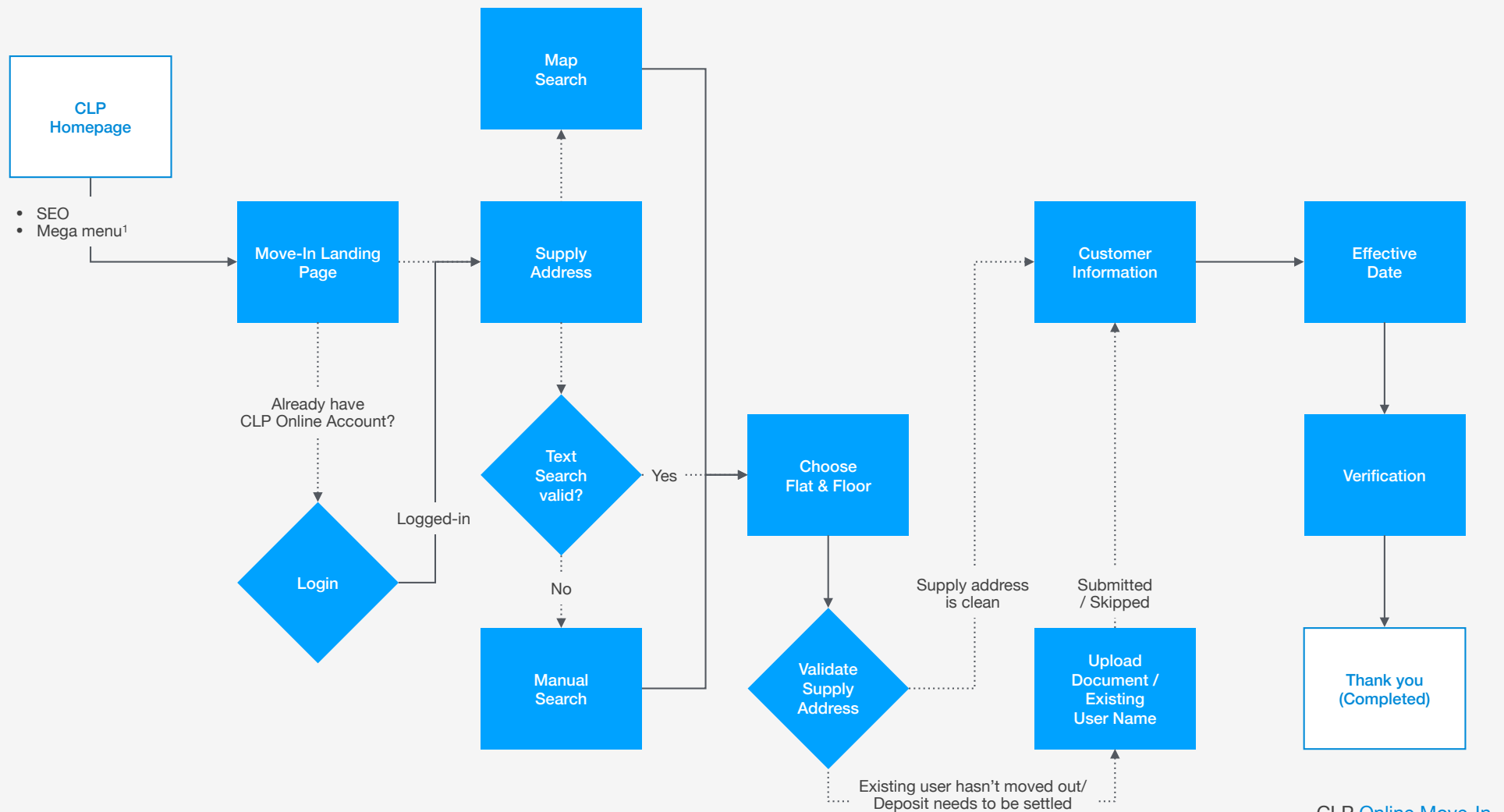
The followings are our primary findings:

1. 30% (8000 sessions) drop out before selecting an address
 - 50% of users were frustrated at the “no record found” after entering the flat and floor into the address search field
 - User input address in Chinese but this field supports English address only
 - Google Map search option has higher drop out rate than address search option
 - Slow response time caused by Google Map search
2. 17% (3000 sessions) drop out before selecting flat / floor
3. 26% (4100 sessions)) drop out upon document submission and/or previous owner checking

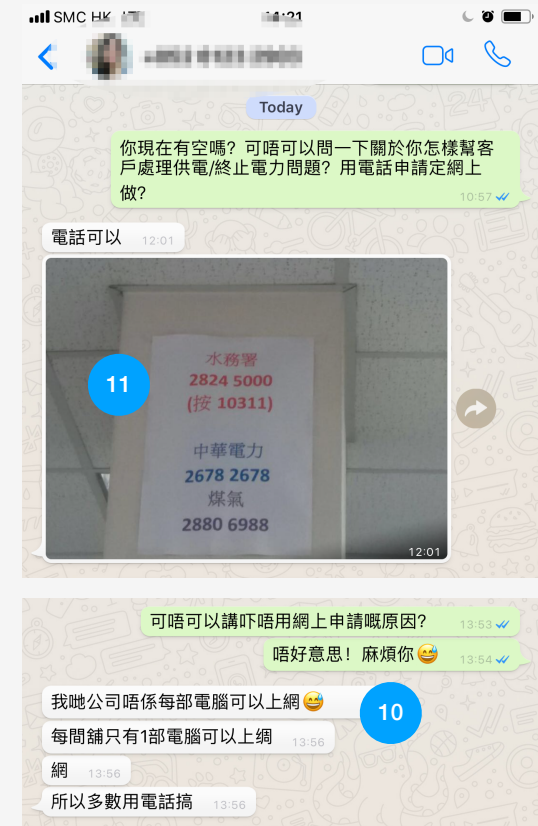
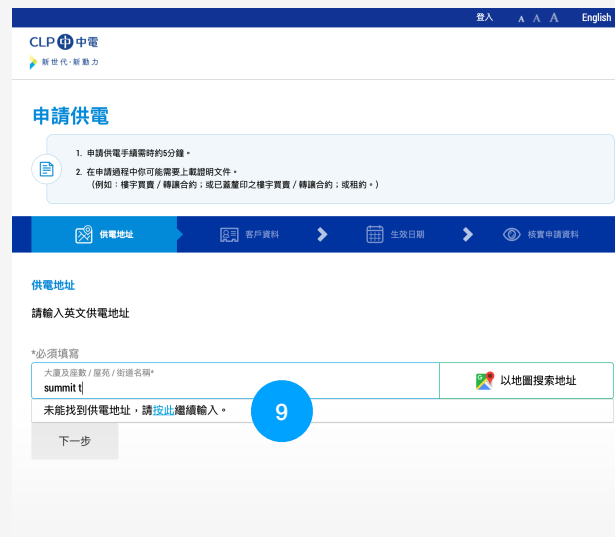


Online Move-In Application flow

- Only 25% of customers have CLP online account
- Most CLP customers were not aware of the online channel for application for electricity or name transfer. Only 6% use of Online Move-In are made among 250K cases every year in various channels



6. Users don't understand the term “申請供電”
7. Users unable to find “Move-In” webpage
8. Each Online Move-In case took 5-10 mins to complete while CIC only took less than 5 mins
9. User's address is not supported by CLP
10. Only a few of the office computers have internet connections
11. Information availability biased towards CIC
12. Agents prefer CIC which is faster



Journey Mapping

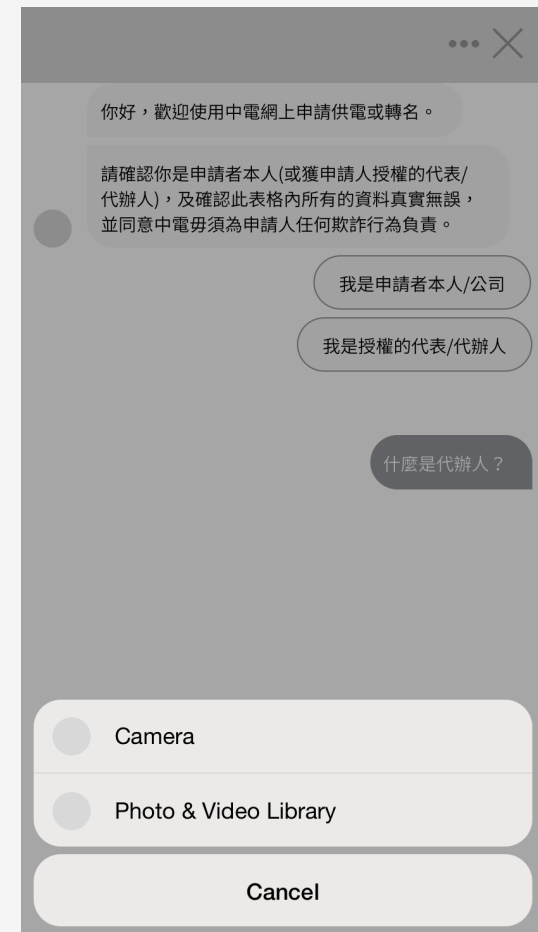
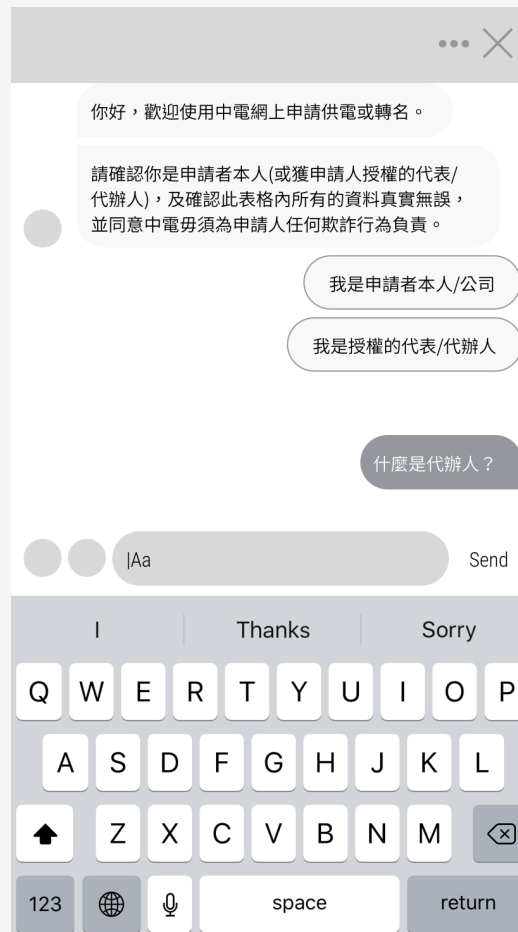
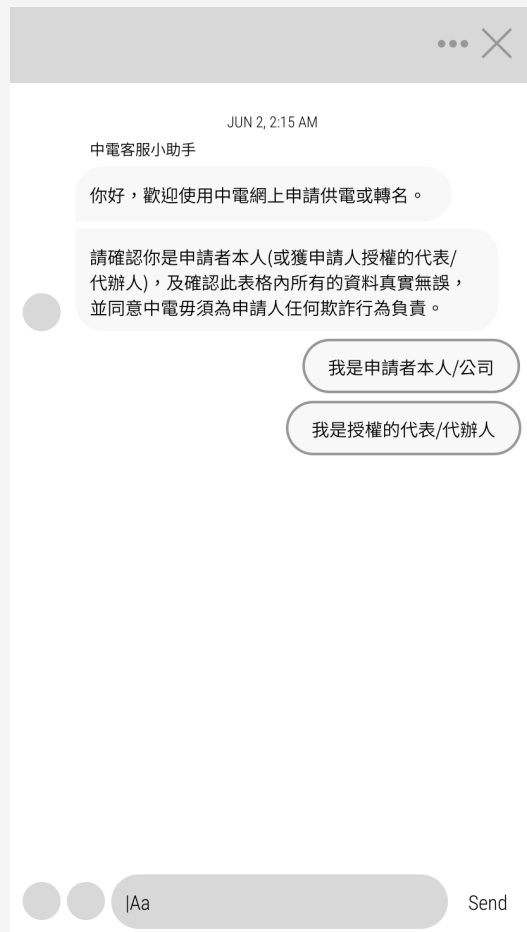
The journey map gave us an in-depth understanding of users' pain points, perceptions and experiences. We explained to project stakeholders that the elderly might not be our potential customers for Online Move-In due to their lack of internet skills. We also learnt that some of the key interactions caused the drop outs during online application.

STAGES	Touch Points & Channels	Application Process					
	Finding ways to apply electricity or name transfer	Move-In Landing Page	Supply Address	Customer Information	Effective Date	Verification	Thank you
ACTION	- Google with keyword “電力 申請” - Click through “Key services” on homepage		Input full address				
THOUGHTS & FEELINGS	- 剛剛在電話錄音上得知 - 不知道用那個網址, 冇嘗試過 - 吾識上網 - 試過網上申請, 但結果無做到 - More convenient to apply via telephone and have immediate response via telephone - Apply via telephone many years and feel more convenient	Confused “Login” & “Webpage” links on landing page	- 入中文可唔可以? - 年紀大, 唔識用英文輸入. 慣用手寫板 - T&C 唔影響. 申請供水唔可以用代辦身份 - 無公司電郵, 只有私人(唔想俾) - CIC 太方便, 唔駛用 - Feeling OK - 唔識用電腦	嘗試過, 但郵寄地址吾識入		資料唔夠清晰, 不放心處理	- 有時唔駛2個月收到電費單? - 有資料交俾客就OK - 有“Tracking”number 交俾個客就OK - 上手未截可唔可以申請 - 少少, 幫到唔多, 做咗十幾年都係打電話 - 電話有人對話覺得好落實 - 自己年紀大唔用, 但會介紹俾後生
EXPERIENCE	NGO公司, 沒有BR#		- No records found - 無準備文件	無客嘅Email			
SUGGESTIONS			Submit later?	Required email information?			

Conversational Interface

Should Chatbots replace e-Form?

Explore the possibility to replace online form with chatbots



High Fidelity Design



Design System

Typography

Keyboard

Noto San CJK TC DemiLight 18px

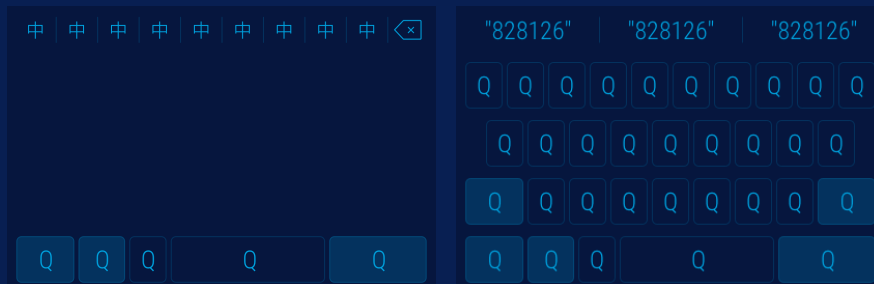
Bubble Message

Noto San CJK TC DemiLight 14px

Bubble identifier

Noto San CJK TC DemiLight 12px

Keyboard Layouts



Icons



Text Composer



Navigational Header



Colors



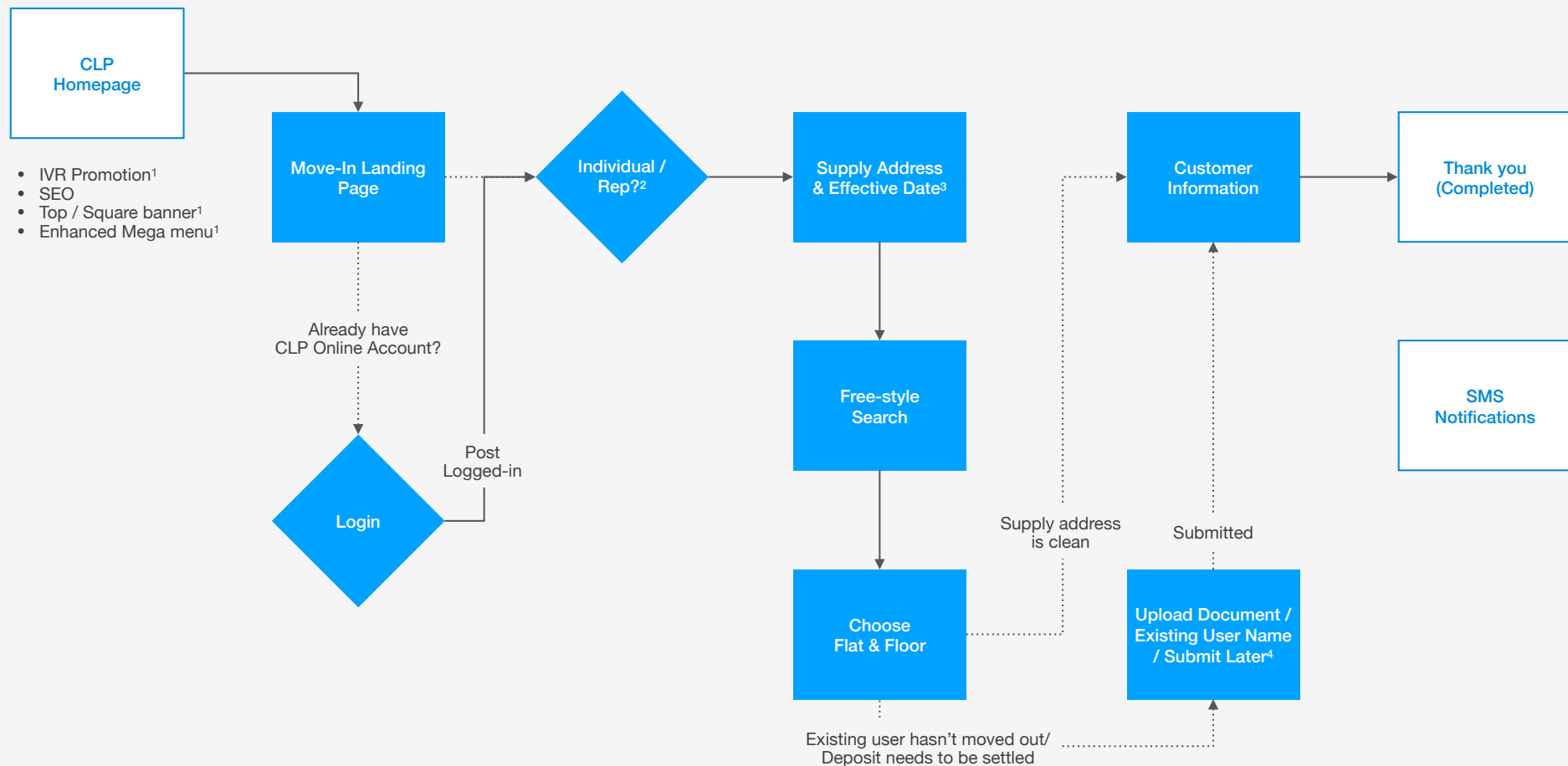
Road map and proposed timeline

The sprint planning is designed to be finished around 6 months and each sprint in every 2 weeks.

2019	Task description	Status	3/1	10/	17/	24/	31/	7/1	14/	21/	28/	4/2	11/	18/	25/	4/3	11/	18/	25/	1/4	8/4	11/	18/	25/	01/	08/	15/	22/	29/	6/5	13/	20/	27/	3/6
Strategy	1. SC and Program Team formation	In progress																																
	2. Alignment on organisation structure, implementation approach, high level	In progress																																
	3. Finalise scope of work for 2nd assignment from Pebbleroad & process	In progress																																
	4. Digital Strategy for C&I	Not started																																
	5. End to End Playbook for digital transformation	Not started																																
	6. Web / App Content and UI Design	Not started																																
Capability building	7. Establish A/B testing mechanism	In progress																																
	8. Establish rapid prototyping capability	In progress																																
	9. Training by Pebbleroad	In progress																																
	10. Establish Customer Panel	Not started																																
	11. Build Content Vocabularies	Not started																																
Move-In Revamp (1st build)	12. Prototyping for 1st Build	In progress																																
	13. Comment and review on prototyping	Not started																																
	14. Confirm interface change requirements	Not started																																
	15. Establish and agree on measuring requirement	In progress																																
	16. Identify improvement areas of address search & establish test scenarios	In progress																																
	17. Confirm requirements for address search upgrade1st Measurement	Not started																																
	18. 1st Build business requirements confirmed	Not started																																
	19. SRCS and approvals	Not started																																
	20. Implementation	Not started																																
	21. Testing	Not started																																
	22. Release	Not started																																
	23. 1st Measurement result	Not started																																
Move-In Revamp (2nd build)	24. Review and identify further refinement	Not started																																
	25. Prototyping for new Document Upload flow	Not started																																
	26. Comment, review and confirm flow	Not started																																
	27. Submit for implementation	Not started																																
	28. Implementation	Not started																																
	29. Testing	Not started																																
	30. Release	Not started																																
	31. Measurement	Not started																																
Others	32. Review and identify further refinement	Not started																																
	33. Application confirmation design & implementation	Not started																																
	34. Agent Process design & implementation	Not started																																
	35. Identity proof update & implementation	Not started																																

Enhanced Application Flow

1. Improve Online Move-In service awareness by IVR Promotion, SEO, Top/Square banner, and Enhanced Mega menu
2. Introduce new flow for property agency (increase Online Move-In adoption rate)*
3. Simplify application process by cutting down steps
4. Allow customers to submit required documents later & reminder will be sent via email/SMS



A/B Testing

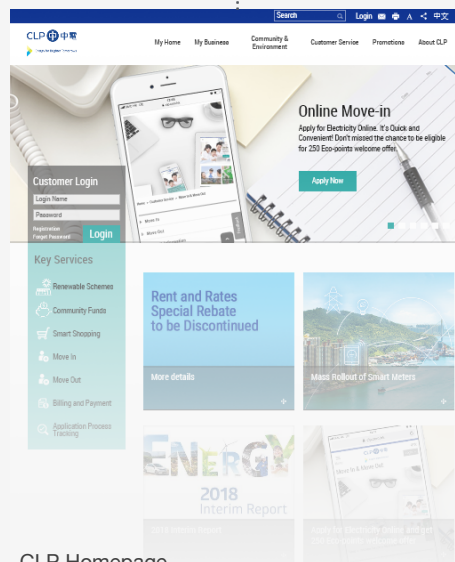
Quick fixes

Due to time constraint, we've used different methods to motivate users. A/B testing is a quick tool to understand users' motivation.

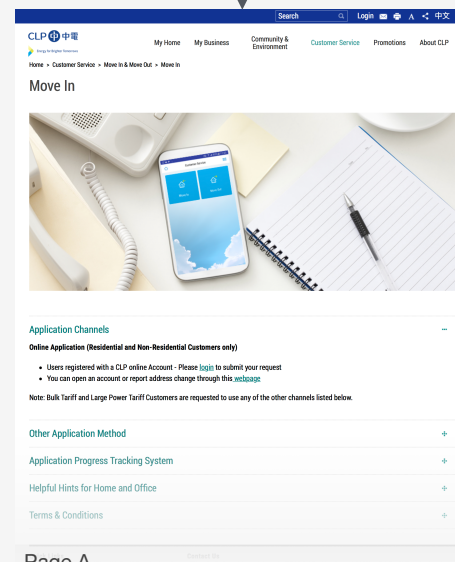
Observation:

- New Move-In landing page generated higher conversion rate and lower exit rate
- Traffic from top banner and square banner generated lower conversion rate

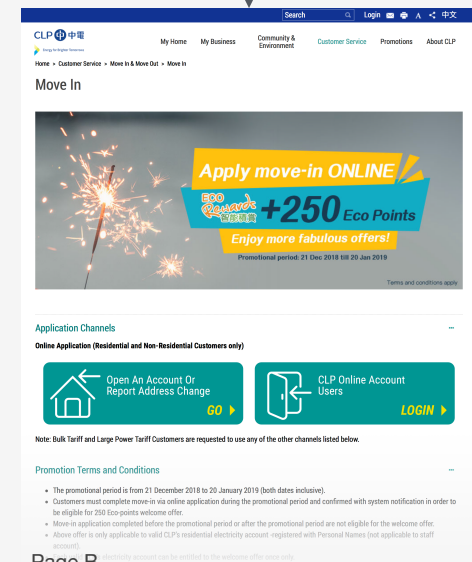
	Pre-login	Post-login	Overall Conversion	Exit
Page A - Existing page	30.6%	9.8%	40.4%	26.4%
Page B - New Design	42.8%	7.8%	50.6%	13.1%
Traffic from top banner	21.9%	10.2%	32.1%	20.9%
Traffic from square banner	37.3%	4.9%	42.3%	14.5%
Traffic from key services & mega menu	53.4%	7.6%	61.0%	9.4%



CLP Homepage



Page A

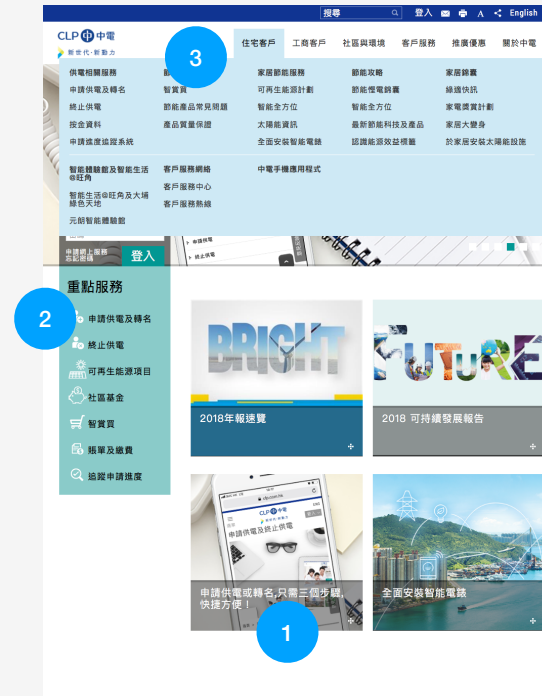


Page B

The Solutions

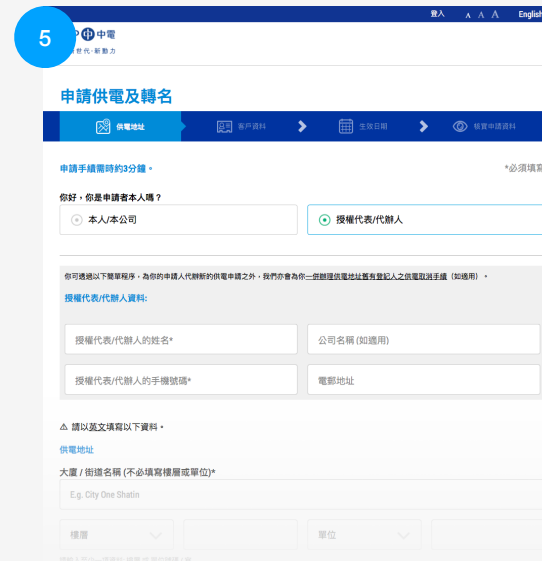
CLP Homepage

1. Include promotion banner to promote awareness of Online Move-in
2. Revise the page content
3. Refining menu arrangement
4. SEO /SEM



Move-In Landing Page

5. Revamp interfaces and instructions
6. Explore address selection refinement (e.g., recognising short-form)
7. Implement a more refined analytics measurement
8. Explore sequence change (e.g., contact info come first?)
9. Revamp document upload flow to allow deferred upload



The Result

- Increase in Online Move-In completion rate by 6.7%
- Overall improvement throughout the application journey
- 73% of call-in users aware of Online Move-In (compare to 40% on 18 Dec)
- Reduced number of call-in customers

