



## The Un-carrier Revolution

*by Deb Monfette*

Are you locked into a two-year contract with an outdated phone, while missing the latest new features everyone's talking about? Are you paying hundreds, if not thousands of dollars, each year for overages and fees traveling for business or pleasure?

It has always been a battle for mobile users between mobile talk and data plans, and all the wireless carriers. Subscribers have been at the mercy of their carrier, chained to contracts, slammed with big roaming charges especially traveling abroad, and allowed upgrades only after you "did your time."

There have been many bumps and bruises at [T-Mobile](#), but they kept trudging along. Even being saved from the attempted buyout from AT&T for \$39 billion—read the details in this article at [DealBook](#).<sup>1</sup>

T-Mobile is perceived as a disruptive force that keeps on shaking things up with innovative offerings, especially when it comes to wireless pricing.

The turning point came in September of 2012 after they appointed John Legere as their new CEO. They surveyed more than 4,000 U.S. consumers to get the

raw facts.<sup>2</sup> Here's what they found:

- ✓ 73% believe data plans are too expensive.
- ✓ 75% of consumers believe devices are too expensive.
- ✓ 62% say carriers force them into a one to two year contract.
- ✓ 75% of consumers hate paying so much for upgrades.
- ✓ 61% of consumers say phones are outdated too fast and they want to have the flexibility to get the latest device without waiting.
- ✓ Consumers say the No. 1 consideration when deciding on a wireless carrier is an affordable and unlimited data plan.

This motivated T-Mobile to take a stand. "People don't want this ..." exclaimed John Legere, president and CEO of T-Mobile, "You shouldn't be forced to buy things."<sup>3</sup>

So they decided to listen and put customers first. But this also means they would have to change the rules and shake up the entire wireless landscape. "We are going to redefine a stupid, broken, arrogant industry," Legere announced.<sup>4</sup>

So what have they done?

T-Mobile has torn down the borders, opened up communications, eliminated crazy data roaming costs, and made it easier to use a wireless device for business and for pleasure, whether it's a smartphone or a tablet.

### The Un-carrier Revolution<sup>5</sup>



The Un-carrier Revolution



T-Mobile

Subscribe 59,959

13,840

Legere has completely re-branded the company to deliver an amazing, worry-free customer experience in the world of wireless connections. They offer simple, affordable and flexible options to make mobile easy to use and simple to connect.

## Un-carrier Moves to Empower Customers

Here's a sampling of some of T-Mobile's Un-carrier moves that disrupt the rules of the wireless industry in an effort to empower customers to do what they want, and when they want to.

- **Simple Choice Plan<sup>6</sup>**  
It's a simple, low monthly cost with unlimited talk, text and data, no contracts, and low payments for phone purchases.
- **Unlimited Nationwide 4G Data Plan<sup>7</sup>**  
Makes fast, nationwide 4G data accessible to everyone—without speed limits, no data caps, no overages, and at a great price.
- **Tablets Un-leashed<sup>8</sup>**  
Now tablets can be as connected as smartphones. They're the only major national wireless provider offering every T-Mobile iPad user 200MB of free 4G LTE data each month for as long they own their iPad, even if they aren't yet a T-Mobile customer. That means approximately 800 Instagram photos, more than 2,500 emails, or streaming 200 minutes of music FREE each month.
- **4G Connect Program<sup>9</sup>**  
This program makes access to 4G free, standard, and integrated into select notebooks, tablets, and Ultrabooks™. No annual contracts, no commitments or additional equipment, and it's easier than Wi-Fi.
- **Jump!<sup>10</sup>**  
Upgrade when you want, up to twice a year, not when you're told to.



T-Mobile's US CMO, Mike Sievert – Introducing JUMP!

## How Successful is the Un-carrier Movement?

"T-Mobile's Un-carrier approach is resonating with consumers. We added more than 1.1 million customers and led the industry with 643,000 branded postpaid phone additions

because **we are fixing the things that drive customers crazy**,” said John Legere, President and CEO of T-Mobile.<sup>11</sup>

## “We are fixing the things that drive customers crazy.”

*John Legere, President and CEO of T-Mobile.*

T-Mobile made the connection with their customers by listening to what they wanted, changing the rules, and simply giving them what they wanted.



Tablets Unleashed (October 23, 2013)

## How You Can Make a Bold Connection

The biggest key to attraction is to connect with your ideal buyer. It’s the most complex, but vital ingredient. It sets the stage for starting relationships and for getting your potential customers to trust you enough to take the next step.

Think of your content as a bridge that connects you to your potential and current customers. You meet them. You listen to their concerns. And through your content, you show them you understand their desires, their needs, and what drives them crazy. Only then can you help them successfully walk, if not run, across that bridge to your solutions.

Two pillars determine the strength of your marketing messages in making that bold connection and building a solid path for your buyers. One is the purpose for your message. The other is the structure of your message (your foundation). If these two pillars are not on target, your bridge and path to your potential customers will be on shaky ground.



Credits: Bridge Astore | Photo | Wikimedia Commons

## Your Purpose

The purpose for your message is your *why*. Also known as your mission. What is the bigger purpose behind your company? What difference are you making for the people in your industry? What fires you up about your company and sets you apart from your competition? How clear is your message?

Whatever it is, use it to create an experience that will get your buyers excited and engaged so they will remember you. A consistent message will build familiarity, credibility, and a solid perception.

In the case of T-Mobile, their purpose and mission transformed into **“fix the things that drive customers crazy.”**

## Your Structure

The **structure** is *what* you say to build a strong foundation. First, **get to know your ideal customers at a deeper level** and focus on what they care about.

Once you do the research and understand this, you can develop your voice. You can also communicate your differentiation so that people “get it”.

T-Mobile surveyed more than 4,000 U.S. consumers to get the raw facts. They realized these mobile consumers had big challenges that no one was fixing. So they took those challenges and fixed them. Then that became the center for all their messaging, content, and offerings that were all relevant to their audience. Being identified as the *Un-carrier* makes them unique and stand out from all the other wireless carriers.

T-Mobile also communicates their new voice consistently by exuding three attributes *simple, affordable, and flexible* in every move they make. These three attributes can be infused in all their content.

Having a solid foundation allows you to fine tune your purpose and your mission so that it's relevant to your audience. What you say will be paramount to making that bold connection. Your customer can then become the center for all your messaging and all of your content.

Remember, people care most about how you can help them.

## Closing Summary

There's a new revolution in the wireless industry called the Un-carrier by T-Mobile. They've discovered the biggest pain points for their audience in using mobile communications, made it their mission, and they fixed them.

They also found their voice, one that connected with their audience, and used it in all their communications ... *Simple, affordable, and flexible*. Three major benefits customers get when they move to T-Mobile. They infused these three attributes into all their content.

Last, they stood out as the Un-carrier and changed the rules to benefit their customers. As a result, they acquired over 1.1 million new customers and counting.

**What's the mission for your company?**

**Do you have a specific voice using three attributes that run through all your communications and your content?**

### Photo Credits:

T-Mobile Media Relations, T-Mobile Photos:

1. TMUS Takes Over NYSE (May 1, 2013) - Cover
2. Mike Sievert – Introducing JUMP! (July 10, 2013)
3. Un-carrier 3.0 Part II Tablets Unleashed (Oct. 23, 2013)

### Credits:

1. De La Merced, Michael J. "AT&T Ends \$39 Billion Bid for T-Mobile." DealBook, The New York Times, Dec. 19, 2011. <http://dealbook.nytimes.com/2011/12/19/att-withdraws-39-bid-for-t-mobile/>.
2. T-Mobile US Media Relations. "Wireless Customer Concerns." T-Mobile's Newsroom Facts at a Glance. Accessed Nov. 23, 2013.

3.4.5. T-Mobile US Media Relations. "The Un-carrier Revolution." T-Mobile Newsroom. YouTube Video. Oct. 9, 2013. [http://newsroom.t-mobile.com/video\\_display.cfm?video\\_id=15312](http://newsroom.t-mobile.com/video_display.cfm?video_id=15312). Accessed Nov. 23, 2013.

6. T-Mobile US Media Relations. "T-Mobile Makes Bold "Un-carrier" Moves." T-Mobile's Un-carrier Event. March 26, 2013. Accessed Nov. 23, 2013.

7. T-Mobile US Media Relations. "T-Mobile Unleashes Unlimited Nationwide 4G Data." Aug. 22, 2012.

8. T-Mobile US Media Relations. "Tablets Un-leashed Twitter Conference." Oct. 23, 2013.

9. T-Mobile US Media Relations. "T-Mobile Changes the Rules With 4G Connect, a Breakthrough Program Designed to Make 4G Connectivity Easier Than Ever." 4G Connect, T-Mobile's Newsroom. Jan. 8, 2013.

10. T-Mobile US Media Relations. "T-Mobile Announces Boldest Moves Yet as America's Un-carrier." T-Mobile's Un-carrier 2.0 Event. Jul. 10, 2013.

11. Business Wire. "T-Mobile US Reports Third Quarter 2013 Results and Leads the Industry in Phone Customer Acquisition for the Second Consecutive Quarter." T-Mobile US, Inc. Nov. 5, 2013.