

T-Mobile makes the right call integrating Google Pay

+20%

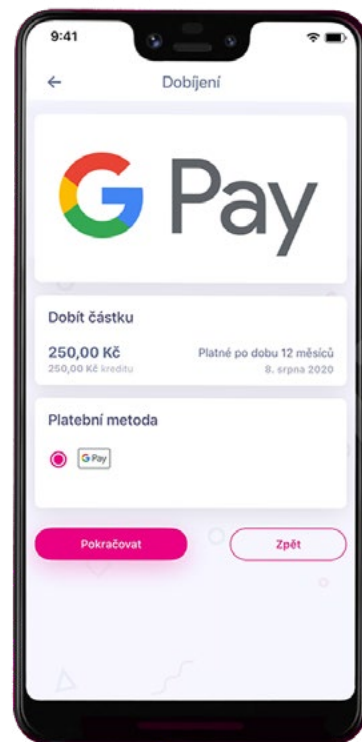
The frequency of prepaid top up increased by 20% following the Google Pay integration.*

+7,525

The campaign resulted in an increase of 7,525 new app users.*

+14%

Google Pay accounted for 14% share of wallet.*



What is T-Mobile?

Serving well over six million customers, T-Mobile is the #1 network operator in the Czech mobile communications market. The company is an integrated and convergent network operator that provides comprehensive ICT solutions for business customers and consumers in addition to its telecommunications services. Operating a high-speed network, T-Mobile offers outstanding services and innovative technological solutions.

Customers embrace a modern way to pay

T-Mobile has earned its place in the communications market by disrupting outdated industry practices and adopting a new way to provide wireless – focused on transparency, simplicity and putting customers first. So when Google Pay launched in March 2019, T-Mobile was quick to integrate this innovative tool to provide customers with an easy, safe, and modern payment method. The initiative resulted in 7,525 new app users and a 20% increase in frequency of prepaid top up following the campaign.

A win-win for everyone

Google Pay delivers on a seamless payment journey that was quickly adopted by our customers leading to a 14% share of wallet (23% prepaid top ups, 13% bill payments). Additionally, to generate buzz and participation, T-Mobile gave customers who opted to use Google Pay the chance to win 1,000 CZK in prepaid credit, selecting 1,000 participants at random to win the coveted prize.

“Google Pay is a modern payment method that complements our strategy - becoming a digital leader in telco market. It delivers on a seamless payment journey that was quickly adopted by our customers. Google Pay gained a large share of wallet”

Pavel Jareš
Head of Digital & Omnichannel
T-Mobile Czech Republic