

Gamification in Y.app

Company overview

4
MARKETS

6.8k
Employees



Yettel.
Yettel.Bank

12.3 million
mobile
subscribers

Market analysis

Serbian market

12 million

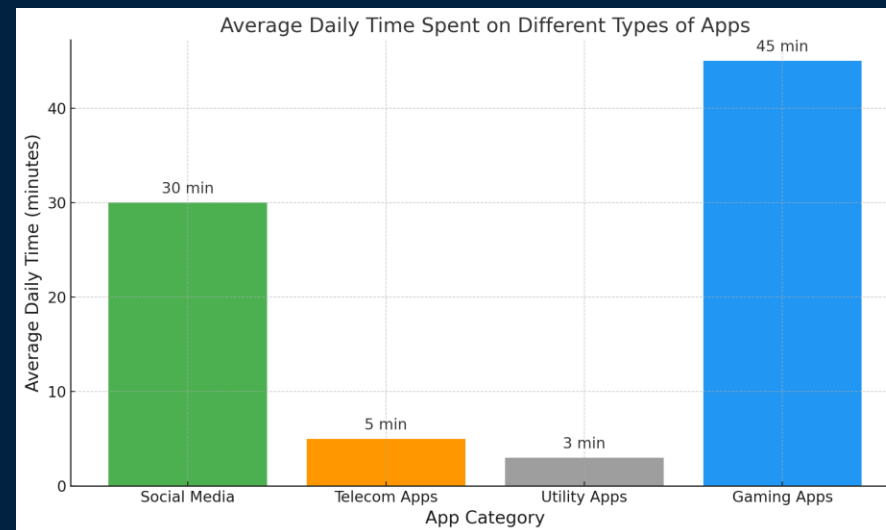
Teleco users

9.7 million

**Active mobile telco
users**

3 million

**Active mobile
telco users per
operator**



In the context of Y.app

1.5 MAU

300k DAU

**~3min
avg daily time spent**

Competitors analysis



Good UX

Loyalty/mts diamonds

Loyalty in separate app

Lack of features

Bad feature awareness



Good UX

Xplore TV

Via Normale

Lack of features

Bad feature awareness



Advanced UX

Various offers

Weekly, referral,
personalized rewards

Progress tracking

Complex, sometimes
confusing ecosystem

Yettel.

Good UX

Yettel shopping

Yettel friday

Zelene staze

Bad feature perceived
value

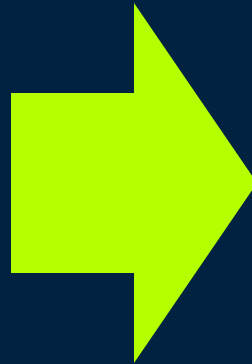
User experience

Users wants more valuable gifts

"The application is good, the rewards on Fridays are unnecessary and uninteresting..."

Users do not have a reason to use Y.app more often

"In the 28 years I've been using this number, I've never received a single benefit. I've always paid my bill regularly"



Problem defining

Low engagement that is leading to unawareness of new features and low usage

STRATEGY

ENGAGEMENT INCREASE

Tweak 1

Daily engagement

Tweak 2

Y points

Tweak 3

Yettel Pass



Y points

ADDRESSING USER NEEDS

"In the 28 years I've been using this number, I've never received a single benefit. I've always paid my bill regularly"

Y points rewards for every month of loyalty

Y points referral bonuses

Y points rewards for every bill paid online and on time

Y points rewards for Y.features usage (Y.parking, Y.shopping, Y.zeleneStaze)

By implementing this we improve:

1. User fulfilment
2. Loyalty to the App & binding to the ecosystem

Daily engagement

ADDRESSING USER NEEDS

"Users do not have a reason to use Y.app more often "

Daily login rewards

Daily music quizzes (the faster you give the correct answer the more points you get)

Guess the song:



A

B

C

D

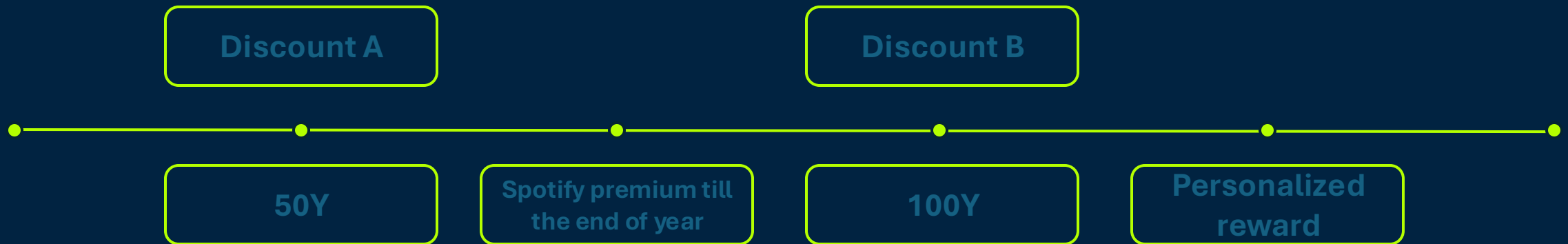
By implementing this we improve:

1. USER ENGAGEMENT
2. DAU INCREASE

Yettel Pass

ADDRESSING USER NEEDS
"Users wants more valuable gifts"

Yettel Pass is a reward system where you unlock premium rewards after purchase. If you complete the entire Yettel Pass, you earn enough Y points to buy the next one without any extra cost.

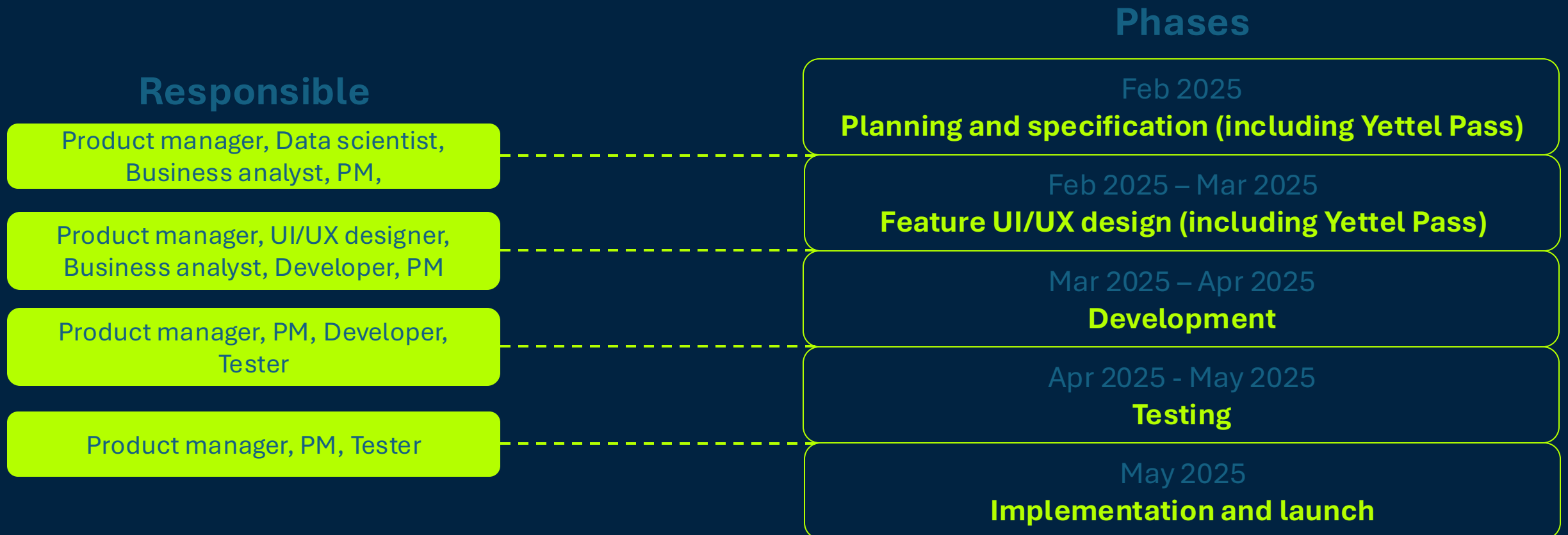


By implementing this we improve:

1. User fulfilment through better rewards
2. Long term loyalty – Users will tend to earn enough Y points for next Yettel Pass
3. Additional revenue – Users who do not complete Yettel Pass can still purchase the next one

On time development

Music Quiz & Y points



On time development

Yettel pass

Phases

Responsible

Product manager, PM, Developer,
Tester

Product manager, PM, Tester

Apr 2025 – May 2025

Development

May 2025 – Jun 2025

Testing

Jun 2025

Implementation and launch

Active users forecast

Growth stories:

Verizon implemented a rewards-based program, **Verizon Up**, offering gamified perks for app users. This led to a **10% increase in MAU** in the first 6 months.

After implementing gamification strategies, Duolingo saw a **25-30% increase in daily active users (DAU)** and a **15-20% increase in retention rates**.

McDonald's daily spins and rewards, and incentives to engage with the app. Recorded a 20% increase in active users within the first 3 months

O2 incorporated gamified discounts and event promotions resulted in a **25% increase in active users** over 8 months.

Yettel's baseline and goal:

MAU assumption: 1 500 000

Starting point: 1 500 000 MAU (57%)

Goal: 1 970 000 MAU (75%)

Yeary expected growth (without new tweaks): 5%

Monthly expected growth (without new tweaks): 0.42%

GAP: 470 000 (entire gap 18% or 31% growth) – 75 000 (5% growth) = 395 000 (gap to close 15%) or 26% growth

Active users forecast

Time to close the gap: **7 months**

Average monthly expected growth (based on other's experiences): **3.8%**

5 months long development and 7 month of growth:

$26.6\% + 5\% \text{ (expected growth)} = 31.6\% \text{ growth}$

From **1 500 000** to **$1\,500\,000 * 1.316 = 1\,974\,000$** Active users

Value creation

POSSIBLE FUTURE IMPROVEMENTS

Great chance to motivate people who love nature and mountain to compete with each other

Gamification of Yettel Zelene Staze

Many complaints have arisen from issues with logging in or the functionality of certain features within the app.

Polishing app performance and UX

Many complaints are about low value rewards on Yettel friday. It would be nice if users could exchange 3 same reward for one additional scratch

Reciclyng unused rewards form Y.friday

"T-Mobile Tuesdays." Users are encouraged to share their experiences with the rewards on social media, creating a sense of community while also collecting informal feedback on what users value most.

Making community and feedback culture



Value
creation

Thank you for the opportunity!

Any questions?