



ELEVATING DESIGN FOR B2B TECH

Case Studies

FROM SECURITY TO COMMUNICATIONS

*A design partnership to reach a **new market***



BACKGROUND

TeleSign built a global company offering fraud prevention and authentication solutions to large enterprise clients.

By 2016, the authentication space had become part of a larger messaging and communications landscape. TeleSign's competitors had successfully expanded the category and found great growth by appealing directly to developers as champions of their solutions.

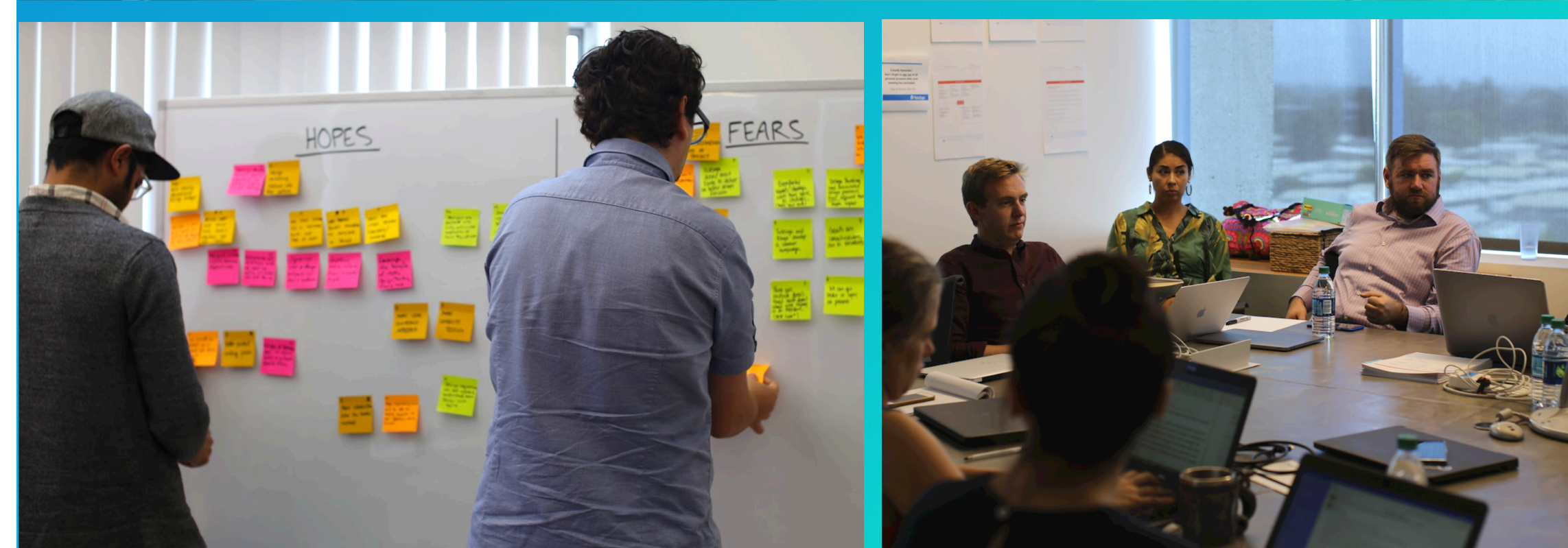


CHALLENGE

TeleSign needed to expand from Security into the Communications space. This meant expanding its offerings and also its reach beyond traditional enterprise C-Suite buyers, by finding ways to address the developer audience.

A PARTNERSHIP

Having worked with Kluge since 2014, TeleSign asked us to lead this broader outreach effort by leading a brand refresh, a web redesign and the design of its first self service portal so that it could target developers.



OUR STRATEGY

Success hinged on understanding our user - the developer

The assumption about developers



Developers don't care about design, are stoic, and serious. Buying power was from the C-Suite. The mandates from the executive level dictates the developer needs.

What Kluge learned through user research.

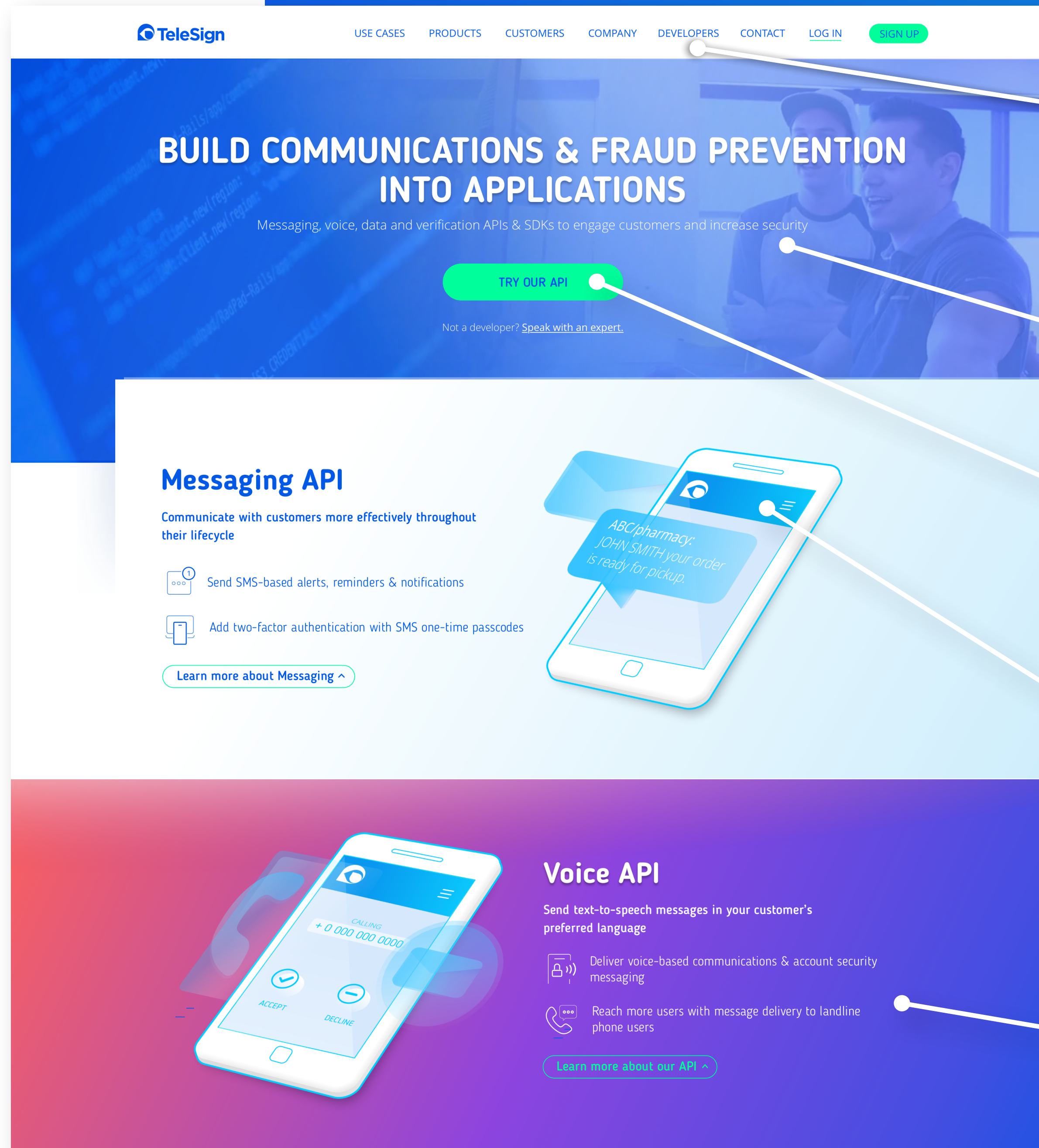


Developers goals were almost always aligned with design. In fact, many design constraints were overcome by developers advocating and evangelizing within the companies. These were the champions and they had more influence on buying than was first realized.

APPROACH

To rebranding

- Expanded the brand to speak more directly to developers
- Applied the brand to a website redesign, which included new UX, UI and development optimized for conversions



Bringing forward a newly designed Developers section providing quick access to API & SDK documentation

Hero is a video background with TeleSign's own engineers in action

Optimized CTAs via AB testing, using language catered to developers

Direct and easy access to code snippets - the most important part in the consideration process

A fresher approach to colors beyond the blue with strong use of gradients and a brighter green that makes the CTAs pop

APPROACH

To product MVP

Worked closely with Product and Engineering to put together a consumer portal prototype within three months.

Getting Started

- 1 Verify Phone Number
- 2 Verify Email
- 3 Install the SDK
- 4 Create Your Code
- 5 Run Program

Get Started

Account

Customer ID 69SH41E1-4C2-42CF-G893FG-42EF-WED74 [API Keys](#) Please verify your account to get your API credentials

Quick Starts

- Send an SMS Message
- Check a Phone Number's Fraud Risk
- Add Two-Factor Authentication (SMS)
- Add Two-Factor Authentication (Voice)
- Send a Voice Message
- Get Phone Number Identity Attributes

Send an SMS Message

Documentation

API References

Download SDK

Video Title goes here - up to two lines

```
npm install telesignsdk -save
```

Copy Code

Create Your Code

```
var TeleSignSDK = require('telesignsdk');

const customerId = "FFFFFFFF-EEEE-DDDD-1234-AB1234567890"; // Todo: find in portal.telesign.com
const apiKey = "EXAMPLE-----TE8sTgg45yusumoN6BYSBvkH+yRJ5czgnCehZa0YidPjdmFh6NeX8kunZ2zU1YwaUw/0wW6Xfw=="; //
// Todo: find in portal.telesign.com
const rest_endpoint = "https://rest-api.telesign.com"; // Todo: Enterprise customer, change this!
const timeout = 10*1000; // 10 secs

const client = new TeleSignSDK( customerId,
  apiKey,
  rest_endpoint,
  timeout // optional
  // userAgent
);
```

Run It

```
Node index.js
```

Copy Code

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User Profile

Profile

First Name Arturo

Last Name Perez

Two Factor Authentication Enabled

Email arturo@klugeinteractive.com

Country United States

Phone Number Please verify your account to add a phone number to your account.

Default Programming Language Python

Update

Password

Current Password

New Password

Confirm New Password

Update

Email Notifications

Product Announcements Lorem ipsum dolor amet vagat desderon ahenru citizec de lanuter de feusoem ased as darden fouer magnut

Service Alerts Lorem ipsum dolor amet vagat desderon ahenru citizec de lanuter de feusoem ased as darden fouer magnut

Update

My Data

Manage the data that Telesign keeps for your user account

Delete my Data Export my Data

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TeleSign STANDARD

Already have an account? [Log In](#)

Create a Free Account

Instantly access your API key and utilize quick start tutorials and demo videos to:

- Add Two Factor Authentication
- Check a Phone Number's Fraud Risk
- Send an SMS Message
- Send a Voice Message
- Verify a Mobile Device
- Get Phone Number Identity Attributes

"Telesign's global coverage is critical to our business. Their waterfall delivery process, superior global network, and traffic monitoring increased delivery rates and reduced call center volumes. We use several Telesign products for our SMS customer communications and fraud prevention efforts."

TJ SPINKS
Postmaster, HOMEAWAY

HomeAway

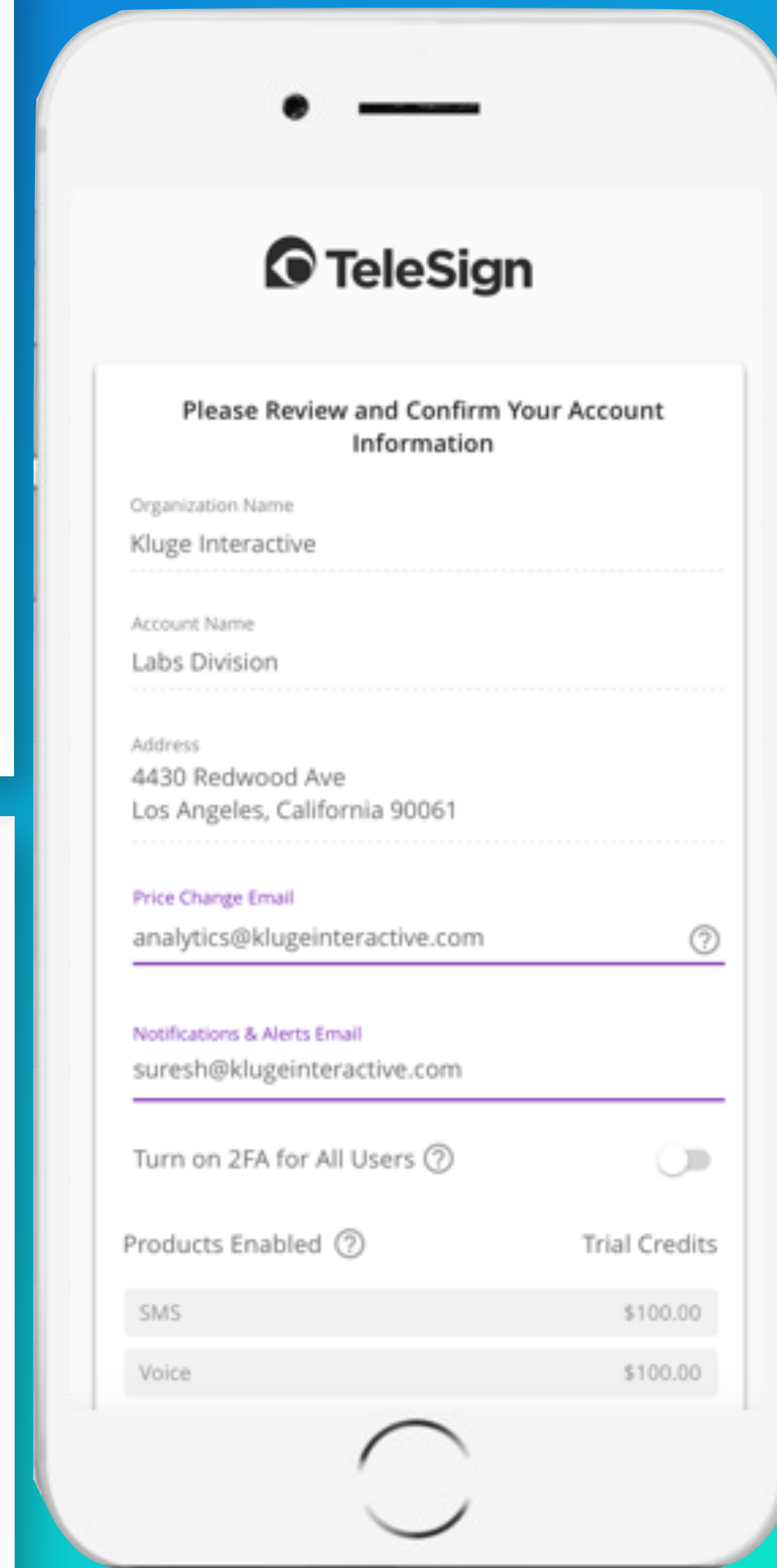
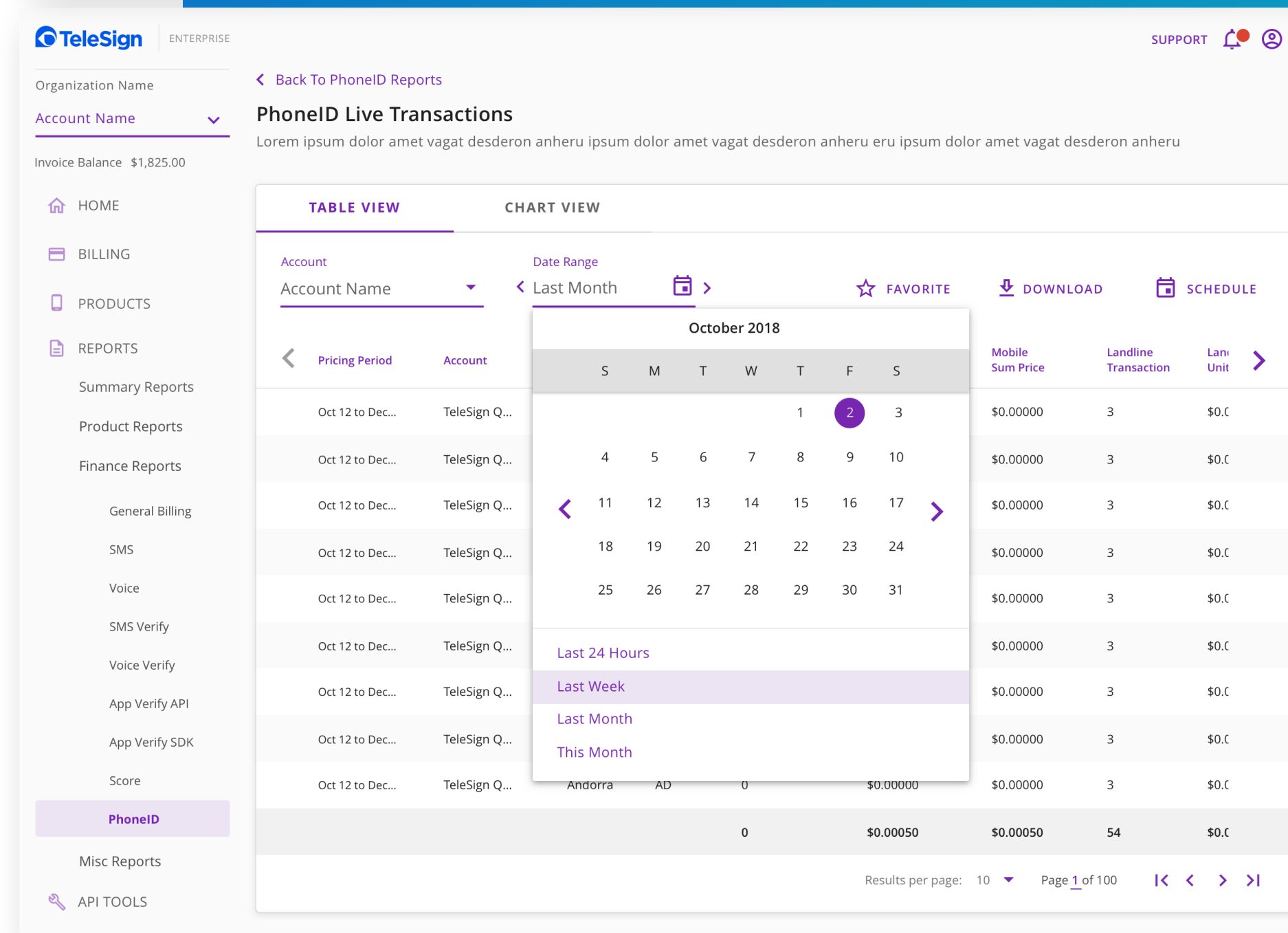
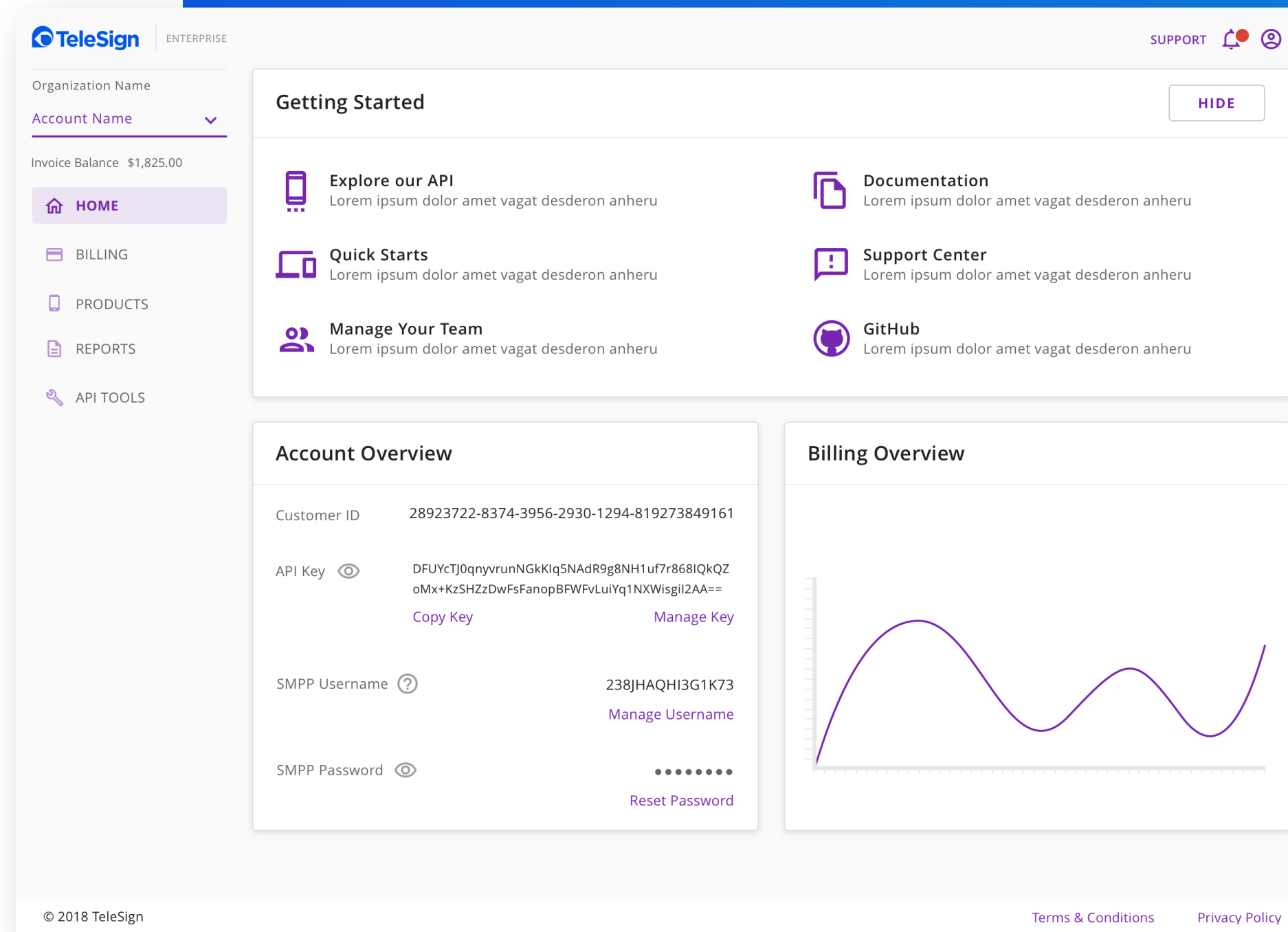
Get Started

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APPROACH

To designing the Thing Right

Once the self service portal MVP experienced success, Kluge developed a pilot Design Thinking program to design a unified dashboard for all of the company's offerings and its respective customers; from small startups to its large enterprise accounts.



RESULTS

TeleSign's Communications pivot handsomely paid off; the company was acquired for \$230 million by global communications giant BICS, shortly after the refresh and portal MVP launch.

The full, unified Communications portal is launching in 2019, the first product designed through a human-centered approach in the company's 10 year history.

I am incredibly proud of the front of house image this offers the world and the clarity of positioning that you have all achieved.

Aled Miles

CEO

Kluge helped us pilot a human-centered design approach by facilitating a process that kept multiple teams informed and in the know. Today we have made our first design hire and are working to institute this process into our company DNA.

JP Benedict

Senior Product Manager

**LET'S BUILD GREAT
PRODUCTS TOGETHER.**

THANKS!

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