

FROM ONE DOCUMENT TO A REVOLUTION AN ONGOING CASE STUDY

PLAY

Play is the **largest** mobile service provider in Poland, with more than

15 MILLION CUSTOMERS

2016

— we changed the contract that our customers sign with us. We designed a new layout and altered the content to meet the standard of plain language.

The image shows two versions of a contract document from Play. The left document is the 'old' version, which is very dense with small text and many legalistic phrases. The right document is the 'new' version, which is significantly simplified, using larger fonts, clear headings, and a more structured layout. The new document is titled 'Umowa o świadczenie Usług Telekomunikacyjnych' and includes sections for 'Twoje dane' (Your data) and 'Karta do internetu' (Internet card).

OLD

NEW

The new grid with side navigation and subheadings helps to find information in the new contract.

PHONE NUMBERS, CONTRACT LENGTH, SUBSCRIPTION FEE, ACTIVATION FEE

THE MOST NEEDED DATA STAND OUT THANKS TO BIGGER TEXT

We have rewritten general terms and conditions according to the plain language rules. We changed the font to be more legible (Roboto Condensed > Roboto).

THE NEW TEXT IS 23% SHORTER THAN THE OLD ONE.

THE GUNNING FOG INDEX DECREASED FROM

19

— VERY DIFFICULT LANGUAGE

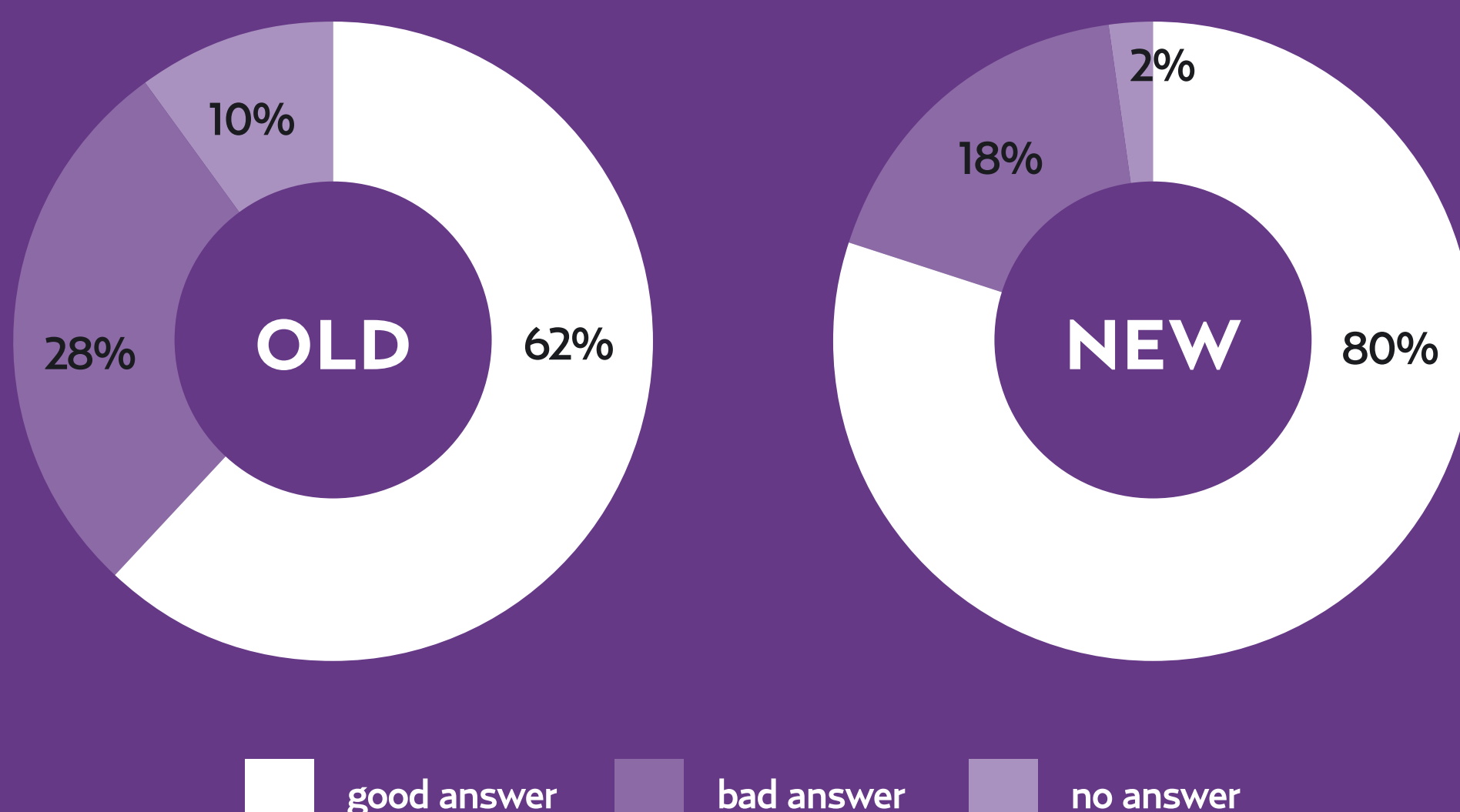
— FAIRLY SIMPLE, ACCESSIBLE TO HIGH-SCHOOL STUDENTS

12

2017

— we researched the usability of both versions of the contract.

With the new contract, the respondents were **5 TIMES MORE LIKELY TO FIND THE ANSWER** in the document.



14 MIN
15 SEC



11 MIN
57 SEC

It is not just customers who find information in the new contract more quickly.

We know from our salespeople that **the new document makes their job easier and shortens the time** required to serve one customer in the shops.

38 PEOPLE TOOK THE TEST

TEST METHOD
Every respondent received:
• a contract (either new or old one)
• a test consisting of 11 questions

418 QUESTIONS ANSWERED IN TOTAL

What we measured:
• correctness of answers
• time of completing the test

2018

— quantitative research: "Which communication style do Play's customers prefer?"

RESEARCH METHOD:
e-mails, text messages and letters in 4 styles: current, plain, youth and formal.

SAMPLE:
815 CUSTOMERS OF PLAY

WHICH OF THE FOLLOWING SALUTATIONS IN A MESSAGE DO YOU PREFER?



WHICH OF THE FOLLOWING CLOSING WORDS IN A MESSAGE DO YOU PREFER?



WHERE ARE WE TODAY?

The initiative to change the communication style originated in the UX team. It is now known and encouraged in many departments, including HR, Customer Service, Accounting, Legal, and Sales.

We train our employees: over 200 people took part in language workshops. Since 2018, plain language has been a part of introductory training that every new contact center employee has to pass.

We are steadily rewriting other documents. As of September 2019, we have over 60 document templates conforming to our new layout and the plain language standard.

We have prepared a collection of basic rules for employees and a guidebook for people new to smartphones.



Plain language is a perfect match for Play's core corporate values:

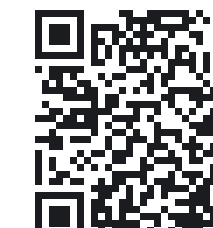
CLEAR

CLOSE

CAN DO

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