

Tango Digital Transformation with Binkies 3D

How a leading telecom operator in Luxembourg enhanced customer experience and operational efficiency through 3D product visualization.

The challenge

After more than a decade leading strategy at a digital agency, Nils Cleworth joined Tango Luxembourg to drive digital transformation.

"After building customer channels, I now focus on digital and e-transformation to make Tango a digital and data-driven company", Nils explains.

The first and main challenge Tango faced was managing the images of mobile devices on their website. According to Nils, it "was a big constraint considering our limited workforce (formatting, testing...) and was only relying on our systems with recurrent issues and low loading performance".

The solution

To improve UX on their pages and resolve these challenges, Tango partnered with **Binkies 3D**. Together, we implemented interactive 3D product viewers and a size comparison feature, enabling users to **explore devices in detail and compare sizes** using a credit card as a familiar reference. In a physical store, customers can hold a phone, compare it to their current device, and examine every detail. This solution brings the same hands-on experience to the digital space, helping users better understand what

they're buying, regardless of the screen they're on.

The result

The impact was immediate. "Users spend more time on device pages to compare," he says. "The solution offers a great alternative to visiting a shop, especially for high-interest devices like iPhones or Samsung models".

Using UX platform ContentSquare, Tango measured:

▲ **25%**
attractivity rate
on pages where 3D is visible

▲ **20-25%**
click rate
on the interactive area

Their website usability survey also showed that **smartphone and subscription display is the second highest satisfaction factor.**

The integration was seamless. “It is flawless”, says Nils. “The Binkies team is very proactive—especially during star device launches”. He also highlights the value of ongoing support and innovation: “The credit card comparison was a new, interesting feature for users”.

The outcome

Tango’s collaboration with Binkies 3D resolved a key operational challenge and unlocked meaningful improvements in the digital customer experience. The 3D solution and service proved “fast, reliable, and qualitative”—integrating effortlessly on their pages. For companies considering a similar approach, Nils sums it up clearly: **“It is cost-effective and brings a real added value for customer experience.”**



Nils Cleworth

Head of Digital & E-transformation
Tango