

How A1 and Binkies 3D introduced 3D content to the Serbian Market

As one of three major telecommunication companies in Serbia, A1 sought ways to boost their conversion rates and stand out in a competitive market. According to Ivana, online, multimedia and applications Team Manager at A1, one innovative solution ticked all their boxes: integrating 3D product models onto their webpage.

In collaboration with Binkies 3D, A1 rolled out the red carpet for 3D content in the Serbian market. And five years later, they continue to offer customers an unforgettable user experience. Ivana shares that 3D content has positively impacted their conversion rates. It also helped them establish a strong, trusting relationship with their customers.

What drove A1 to 3D content in the first place?

"It's an advanced solution that not many operators have."

Ivana shares that A1 wanted to increase conversion rates. They took a chance on 3D, hoping it would deliver this boost. And it paid off.

Simply put, Ivana states that this 3D integration simulates in-person shopping. With 3D integration on their webpage, their customers

had the extraordinary ability to rotate the device, examining it from different angles. It's not just about the multi-angle views; had the extraordinary ability to rotate the device, examining it from different angles. It's not just about the multi-angle views; this 3D enabled customers to view the device's color realistically and vividly, even seeing how the light shines off the device. Considering A1 was the first telecom to implement 3D in Serbia, this armed them with a unique advantage.

Is there anything that surprised the A1 team?

"We expected a positive response, but we didn't expect it to be this positive".

It's not that they didn't expect their customers to enjoy 3D content, she clarifies. But they didn't expect the response to be as enthusiastic as it ultimately was. When customers are asked about their experience with our webpage—whether as part of a survey or a focus group for UX testing—they consistently notice and mention the 3D specifically, expressing their satisfaction and fascination with this feature. The metrics that A1 has collected prove this as well. Ivana and her team are thrilled to experience the huge impact that 3D on their webpage has had on their customers.

How has A1 experienced their overall collaboration with Binkies?

"When a new model is released, you're the first to reach out to us."

Ivana says that from her team's perspective, our collaboration has been excellent. There have been no major issues throughout 5 years of working together; she finds this remarkable.

Ivana and her team are especially delighted by our proactivity and responsiveness. When a new model is released, she is impressed by how quickly we reach out to them, and how quickly we clearly communicate our plans with them even before the product launch.

When it comes to the technical aspects, Ivana says the 3D models work great too, which brings consistency to their webshop. And when there is a hiccup or something missing, she appreciates that they can count on us to notice it immediately and take it into our own hands.

Would A1 recommend Binkies' solutions to others, and why?

"Engage is very useful and also user-friendly. It's helped us build trust and an emotional connection with our customers."

Ivana says she absolutely does recommend Binkies, which is reflected in the 5 stars Trustpilot review she left us. She confirms that Engage is not just useful but also user-friendly. According to her, this enhanced user experience has helped establish trust between A1 and their

customers. In fact, Ivana goes as far to say that it's fostered an emotional connection.

By showing them their products as clearly as Engage does, Ivana says, customers feel assured that A1 is transparent. This is very aligned with their company strategy, which Engage has hugely aided them in fulfilling.

For A1, introducing 3D content on their webpage was a game-changer. Their customers agree. Ivana is also enthusiastic to hear about our improvements, such as introducing a shorter page loading time than ever before. She expresses that her team is eager to continue our collaboration, and we feel honored to have contributed to A1's success.



Ivana Sarajlić

Online, Multimedia and
Applications Team Manager
A1 Serbia

"Collaboration with the Binkies 3D team is an example of a really good vendor – client relationship. Always professional, responsive and ready to take our business needs into consideration."