A COOPERATIVE PHONE RETURN EXPERIENCE

KPN Bewust is a return program that promotes the spread of information and circular behaviour through its return service. In this system, returning an old phone and involving others, is the by-effect of purchasing the next contract with or without a phone with discounts, which reduces the perceived effort. Persuading friends and family to return their phones, is rewarded with mutual benefits. These generous offers will give KPN a competitive advantage compared to traditional take-back programs, with more longterm and satisfied clients in return. Through the KPN Bewust profile, an overview of the generated discounts, and contacts shows how the advantages of a returned phone can outweigh the advantages of keeping them. This experience will increase the likelihood of repetition and the spread of return behaviour.

Results of user research for the stimulation of mobile phone return behaviour:

- Educate users on the environmental impact, even for broken and defect phones
- Inform users of the information storage on phones and how to make a back-up and remove them, in order to lower the perceived effort and concerns.
- Present a main incentive: financial, charitable or social.
- Enhance the perceived value through other resources than a traditional monetary payment, which should be in balance with the perceived financial, functional and emotional value in the old phone.

Inspiration from nature’s strategies:

- Generous offers that are difficult to obtain by users
- Involving other users considering altruism and persuasion
- The phone exchange is a by-product of the total experience
- Managing an ongoing loop by establishing commitments

Design challenge
Develop a cooperative exchange between users and KPN, by learning from interactions in nature, for an effective return of mobile phones as part of a phone return program.