

# Slice, a mobile network that treats customers like owners

*As part of our quick founder questions series – or QFQs – we spoke to Jenna Banks, Marketing Director at Slice Mobile, about shaking up the mobile experience, starting from zero and bringing the concept of ownership to life.*

Temps de lecture : minute

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The catalyst for launching Slice came from recognising the growing dissatisfaction among consumers, especially Gen Z and Millennials, with their current mobile networks. We saw that 35% of Gen Z had negative feelings towards their providers, frustrated by hidden fees, poor service, and a lack of control. This showed us there was a clear need for a new kind of network—one that prioritised transparency and put customers first.

As the founding team, we believed the mobile industry was overdue for disruption, much like how Monzo transformed banking and Uber changed transportation. With Slice, we set out to shift the balance of power, putting customers at the centre of everything we do.

What makes Slice unique is our approach to treating customers as co-owners. We empower them to co-create and shape the network, ensuring it becomes the service they've always wanted. In return, we reward them with things they truly value, creating a deeper sense of connection and shared ownership.

Our mission goes beyond providing seamless connectivity; it's about building a community where there's no 'us' and 'them,' only a unified

experience where our customers feel valued and involved. This approach reflects the evolving expectations of today's consumers, who seek more meaningful and engaging relationships with their providers.

## Tell us about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

Slice is a new kind of mobile network designed with the next generation in mind, focused on delivering a customer-first experience. Traditional networks often lock customers into long contracts and then forget about them, but at Slice, we're changing that. We want customers to stay because they love the service, not because they're tied down. That's why we're committed to treating our customers like co-owners and rewarding them with a real slice of the action.

We aim to create an ownership experience by actively involving customers in shaping the network. This includes giving them the power to vote on product features, benefits, and even contribute to naming decisions

To reward loyalty, Slice offers cashback based on yearly spend, which increases the longer customers stay with us. Founding customers, or "Founding Slicers," will immediately join our highest tier, earning 20% cashback on their annual spend. Additionally, they'll have a chance to win a £30,000 house deposit—a unique and exciting reward for being part of our journey from the start.

We reach customers by building a community where they are valued and involved. It's about giving them a mobile experience they can truly feel connected to while offering real rewards for their loyalty.

## How has the business evolved since its launch?

We are still very new, launching in early September to our 'Founding Slicers'. From day one our goal is to treat our customers like owners and we thought the best way to show that was to put our money where our mouth is. So for anyone who joins between now and 19th November they'll be in with a chance to win a £30k house deposit in our prize draw.

This is just one way we want to give our customers a slice of the action, we've got loads of plans that we're really excited about sharing in the coming months.

## Tell us about the working culture at Slice?

At Slice, we operate under one core policy: don't be a d\*ck. This principle shapes everything we do, fostering an honest, open, and collaborative environment. We believe that overworking isn't a badge of honour—flexible working is. Trusting your team to manage their own time and do their jobs effectively is essential to our culture.

## What has been your biggest challenge so far and how have you overcome this?

The biggest challenge we've faced so far is both unique and kind of exciting: as the Marketing Director, I literally started with a blank page—zero customers. That might sound cool, but it also comes with a lot of pressure. With any investor, the main focus is on growth, and there's this huge push to build a customer base as quickly as possible. It can be pretty daunting!

To tackle this, I dove into creating a marketing strategy that really speaks

to our target audience. We made it a priority to understand what Gen Z and Millennials want in a mobile service. This meant doing a ton of market research, chatting with potential users on social media, and collecting feedback to fine-tune our message.

Community building has been another big focus for us. We set up platforms for open conversations, letting potential customers share their thoughts and ideas. By involving them in shaping our offerings, we hoped to create a sense of ownership and loyalty even before we launched.

Now that we're live, seeing our customer base start to grow has been such a joy! It's incredibly rewarding to see the direct impact of our marketing efforts in real time

## How does Slice answer an unmet need?

Slice is all about shaking up the mobile experience to meet the needs of today's customers. We know a lot of people are unhappy with their current providers but feel stuck because they think, "they're all the same." When it comes to connectivity, it's often easier to stick with what you know, even if it's not great.

That's where we come in. Slice lets customers try our service before they commit, taking away that uncertainty that can make switching feel risky. You can test us out without feeling locked in, which makes it much easier to make the jump.

What really makes us different is how we reward loyalty. Many providers lock you into long contracts with tempting deals just to reel you in, only to hit you with price hikes later. We think that's unfair, so we treat our customers like owners and give them rewards that actually matter. Forget about the odd sausage roll or cinema ticket; for our first customers, we're offering the chance to win a £30,000 house deposit!

Plus, we're doing our bit for the planet by going eSIM only. Not only does this keep us at the forefront of the industry, but it's also 47% better for the environment compared to traditional plastic SIM cards.

In short, Slice is here to tackle those unmet needs with a fresh, customer-friendly approach. We're excited to change the mobile game and make a real difference for our users!

## What's in store for the future?

Looking ahead, our focus is on building brand awareness and showing people that there's a refreshing alternative out there in the mobile space. We want everyone to know that they don't have to settle for the same old options—they can be part of something new and exciting.

We have tons of ideas for how to bring the concept of ownership to life and grow our Slice community. From more interactive features that let our customers have a say in how we evolve, to creative rewards that truly resonate with them, the possibilities are endless. We're eager to engage our community, listen to their feedback, and ensure they feel like true co-owners of their mobile experience.

## What one piece of advice would you give other founders or future founders?

You don't have to do it all by yourself. Lean on the people around you who have different skills and experiences. Working together can lead to the best outcomes and make the whole journey feel a lot easier.

At Slice, we're a small but mighty leadership team of five, and we've worked closely to launch this new service. Our team has a great mix of skills and backgrounds, with experience in both telco and non-telco industries, as well as startups and big companies. This combination gives

us the know-how to reach our goals and the grit to tackle challenges head-on.

And here's another tip: make sure to work with people who are willing to get their hands dirty. In a startup, everyone needs to pitch in and leave their egos at the door. This approach helps us understand each other better and brings us closer to our customers. We've all jumped into customer service and connected with our community, which has helped us make smarter decisions for them in the future.

## And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

My daily routine feels like a logistical tightrope walk that every working parent can relate to! With two-year-old twins, my day kicks off with the delightful sound of them chatting away in their cribs. My husband and I take them to nursery, and then it's straight to the coffee pot for a bucket of caffeine and a little prayer that the nursery doesn't call me with any emergencies!

I make sure to take breaks during the day to walk our six-year-old cockapoo, Cooper. I'm trying to spend less time glued to my phone (and I'm mostly failing at that), but those walks give my brain a much-needed breather. It's the perfect chance for moments of gratitude, and I often find that new ideas pop up while I'm out, helping me tackle some of the bigger challenges I'm facing.

One rule I'm really trying to stick to is saying no more often. I'm a total optimist and a people pleaser, which means my life can get pretty hectic with a million plans crammed into every week. It's a challenge not to overcommit myself and my family, but I'm making a conscious effort to

plan less and embrace the slow weekends. Those quiet moments have become really valuable to me!

Jenna Banks is the Marketing Director at *Slice Mobile*,



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