



Glow Services & BT/EE

COMPANY CASE STUDY

"EE Finance, powered by "Glow"

"EE Finance, powered by Glow" has made EE's wide range of consumer electronics more easily accessible to its 21 million customers, since launching in 2024.

EE's Growth

Designed to support EE's consumer electronics growth, "EE Finance, powered by Glow" provides customers the flexibility to configure their loans to suit their own specific needs, and increased EE sales revenues and market share.

About EE

EE, the leading consumer Telco brand for BT Group, based in London, provide mobile, broadband and TV services across the UK. They are known for being the UK's first 4G network and one of the largest providers of 5G."

PROCESS

Glow and EE worked collaboratively to create a fully white-labelled customer experience; a hyper-personalised decisioning approach leveraging their deep customer understanding; and a unique and flexible funding program. From initiation to operational readiness in just twenty-six weeks.

OUTCOMES

The program has overachieved many of its objectives, increasing order value by +20%, with less than 0.02% fraud, and an NPS of +74



Contact us:

businessdevelopment@glowgfs.com

www.glowservices.com