

## PROJECT OVERVIEW

Project Title

### **Development & Launch of iSTYLE Comfort – Premium Device Access & Support Package**

Serbia, EU | Feb 2020 – Sep 2020

Associated With

#### **iSTYLE | Apple Premium Reseller (CEE Region)**

Project Objective

To design and deliver a unique customer offering that combines flexible device access, expert support, and service continuity under one branded package — *iSTYLE Comfort*. The project began with the development of an Equipment Rental Agreement model and evolved into a comprehensive product with added value services, improving customer loyalty, satisfaction, and competitive positioning.

Project Scope

- Create and pilot a legally compliant rental model
- Define value-added services and combine them into a unified product
- Coordinate cross-functional implementation across retail, legal, service, and eCommerce
- Train and support sales teams across multiple iSTYLE markets
- Launch the product in Serbia, followed by full EU expansion

My Role

#### **Product Owner**

- Owned the product vision, roadmap, and go-to-market strategy
- Led ideation, validation, and feature evolution from basic rental to full Comfort package
- Ensured coordination across all stakeholders: Legal, Retail, Technical Service, eCommerce
- Delivered customer-centric packaging, naming, and positioning

Key Skills & Tools

Product Ownership · Service Design · Retail Enablement · Salesforce CRM · Legal Coordination · Cross-Border Rollout · Training

## EXECUTION & COLLABORATION

### Responsibilities & Contributions

#### ***From Rental Model to Productized Offering***

- Initiated and delivered a compliant **Equipment Rental Agreement** model as the foundation for the service
- Gathered feedback from early adopters and retail staff to define key value-add services customers were seeking

#### ***Conceptualization & Product Packaging***

- Defined, tested, and validated the evolution of the rental model into a full-service product — *iSTYLE Comfort*
- Mapped user journeys to ensure the package supported customers throughout the lifecycle of owning and using Apple devices
- Delivered a unified, customer-friendly product name and structure, with clear communication of benefits

#### ***Key Components of iSTYLE Comfort***

Next One 3D Protective Film – Premium screen protection included with every package

Expert Setup Support – Hands-on assistance for Apple ID account creation

Loaner iPhone Devices – Replacement device during servicing

Find My iPhone Support – Guidance on iOS location and tracking features for security

#### ***Rollout & Sales Enablement***

Created training materials and ran sessions for retail teams to effectively sell and explain the Comfort package

Coordinated content creation and product detail pages with the eCommerce and marketing teams

Iteratively improved the offer and sales pitch based on store feedback and customers

#### ***Key Stakeholders & Team Members***

<b>Name</b>	<b>Role</b>
Miloš Mijatović	Product Owner
Legal Team	Contract Drafting & Compliance
Retail Ops & Store Leads	Implementation & Feedback Loop
Service Department	Loan Device & Tech Support Ops
eCommerce & Marketing	Digital Presence & GTM Campaigns

## OUTCOME & IMPACT

### *Results Achieved*

- **Strategic Product Evolution:** Transformed a single rental service into a **fully bundled product** (iSTYLE Comfort) with four distinct customer benefits
  - **Multi-Market Adoption:** Successfully launched in Serbia and scaled across iSTYLE markets in the EU
  - **Revenue Driver:** Opened a new line of recurring revenue by combining device access and service value in a paid offering
  - **Customer Trust & Loyalty:** Strengthened brand loyalty through proactive service, device protection, and peace of mind
  - **Brand Differentiator:** Positioned iSTYLE as a customer-centric innovator among Apple Premium Resellers
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