Contents...

Service blueprint...

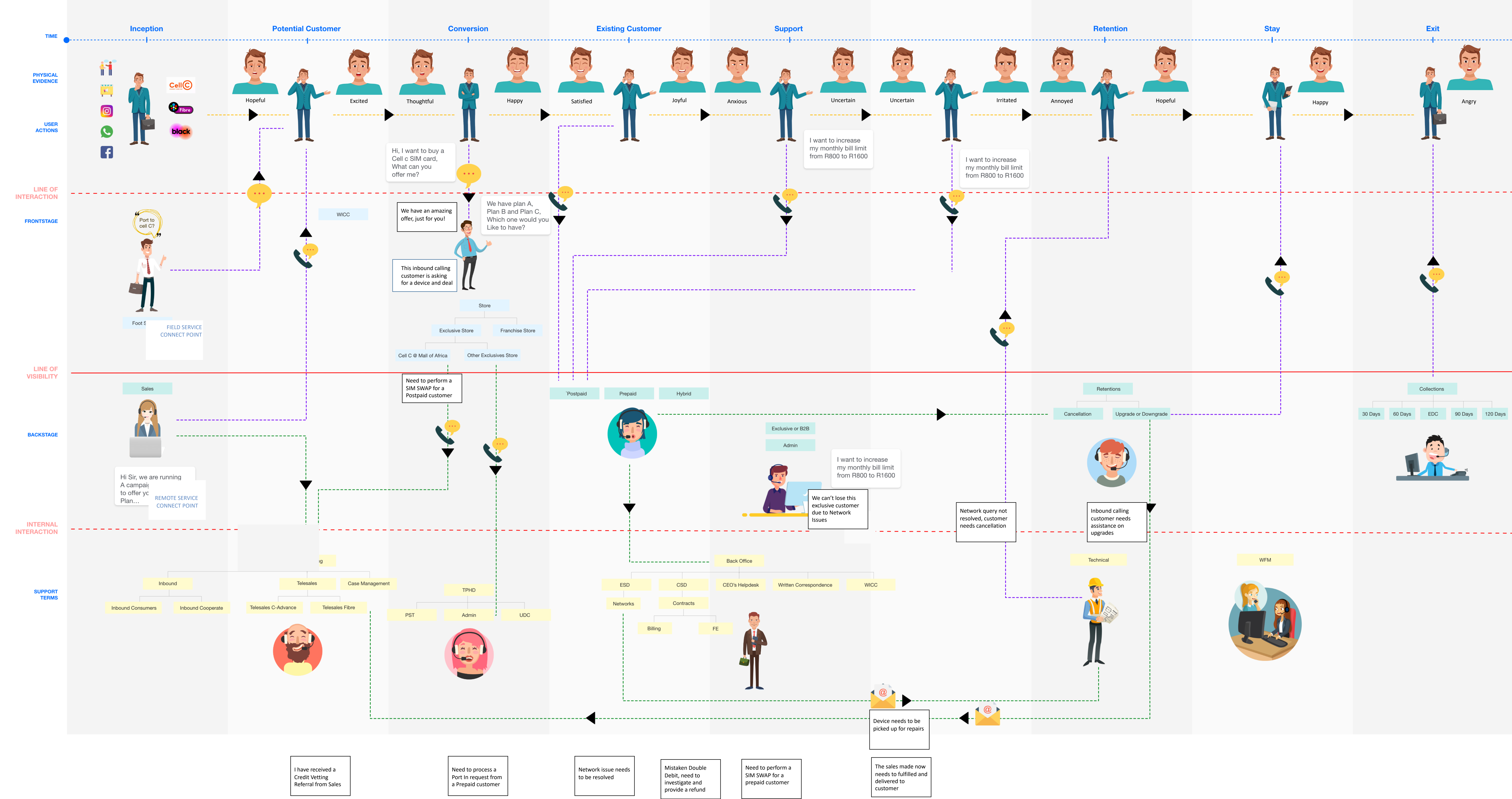## What is a service blueprint?

" The service blueprint is a diagram that visualizes the relationships between different service components and processes - that are directly tied to the various touchpoints. "

The touchpoints may or may not be in the line of customer visibility but cater to the customer needs.

We created a Service Blueprint to showcase the touchpoints for the various journeys.

TIME

Inception | Potential Customer | Conversion | Existing Customer | Support | Retention | Stay | Exit

PHYSICAL EVIDENCE

Cell C | Fibre | black

USER ACTIONS

Hopeful | Excited | Thoughtful | Happy | Satisfied | Joyful | Anxious | Uncertain | Uncertain | Irritated | Annoyed | Hopeful | Happy | Angry

I want to increase my monthly bill limit from R800 to R1600

I want to increase my monthly bill limit from R800 to R1600

LINE OF INTERACTION

Hi, I want to buy a Cell c SIM card, What can you offer me?

FRONTSTAGE

Port to cell C?

WICC

We have an amazing offer, just for you!

We have plan A, Plan B and Plan C, Which one would you Like to have?

This inbound calling customer is asking for a device and deal

Foot S...

FIELD SERVICE CONNECT POINT

Store

Exclusive Store | Franchise Store

Cell C @ Mall of Africa | Other Exclusives Store

Need to perform a SIM SWAP for a Postpaid customer

LINE OF VISIBILITY

Sales

`Postpaid | Prepaid | Hybrid

Retentions

Cancellation | Upgrade or Downgrade

Collections

30 Days | 60 Days | EDC | 90 Days | 120 Days

BACKSTAGE

Hi Sir, we are running A campaig... to offer yo... Plan...

REMOTE SERVICE CONNECT POINT

Exclusive or B2B

Admin

I want to increase my monthly bill limit from R800 to R1600

We can't lose this exclusive customer due to Network Issues

Network query not resolved, customer needs cancellation

Inbound calling customer needs assistance on upgrades

INTERNAL INTERACTION

Back Office

ESD | CSD | CEO's Helpdesk | Written Correspondence | WICC

Networks | Contracts

Billing | FE

TPHD

PST | Admin | UDC

Technical

WFM

SUPPORT TERMS

Inbound | Telesales | Case Management

Inbound Consumers | Inbound Cooperate | Telesales C-Advance | Telesales Fibre

Device needs to be picked up for repairs

I have received a Credit Vetting Referral from Sales

Need to process a Port In request from a Prepaid customer

Network issue needs to be resolved

Mistaken Double Debit, need to investigate and provide a refund

Need to perform a SIM SWAP for a prepaid customer

The sales made now needs to fulfilled and delivered to customer

User journey maps...

User journey maps...

"
The user Journey Maps presented here, depict the actions the User (Agent) takes across multiple departments to fulfil various customer needs.
These User Journeys comprise of Steps, Actions, Expectations, Thoughts & Feelings of the User at various steps in the scenario
"

Effort index

In the process of creating the journey maps we have also measured the Effort Index.
The Effort Index (EI) is a score that measures the Efforts (Clicks, Multiple Window Toggles & Scrolls) of the User to perform a task in a particular scenario

User journey maps...

The User Journey Maps have been drilled down to:-

An Interconnected Sales Journey
Sales Journey Outbound New
Credit Vetting

Queries For Back Office
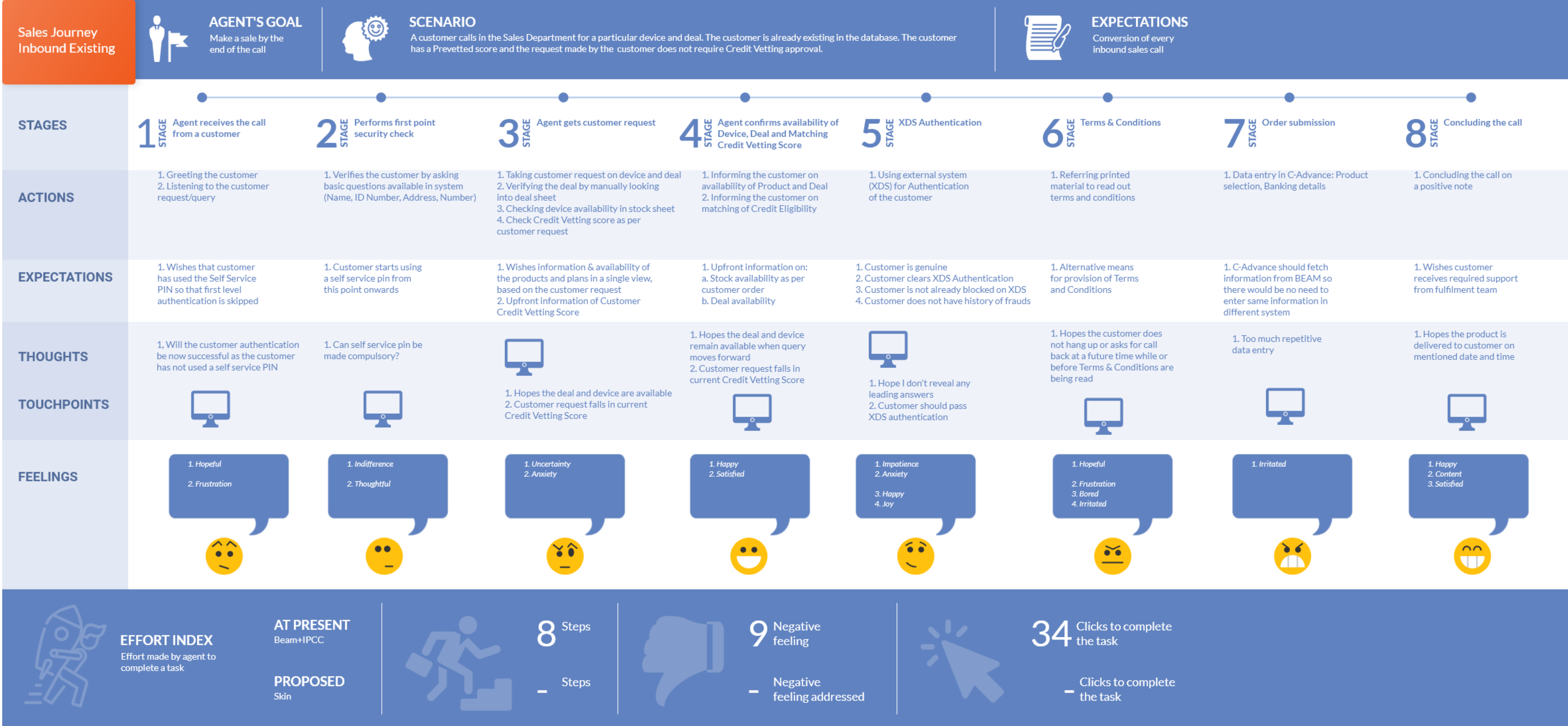Back Office Networks Cancel
Back Office Networks (Exclusive)

Front End Queries
Monthly Bill Limit Increase
SIM SWAP Prepaid Online

Department Specific Queries
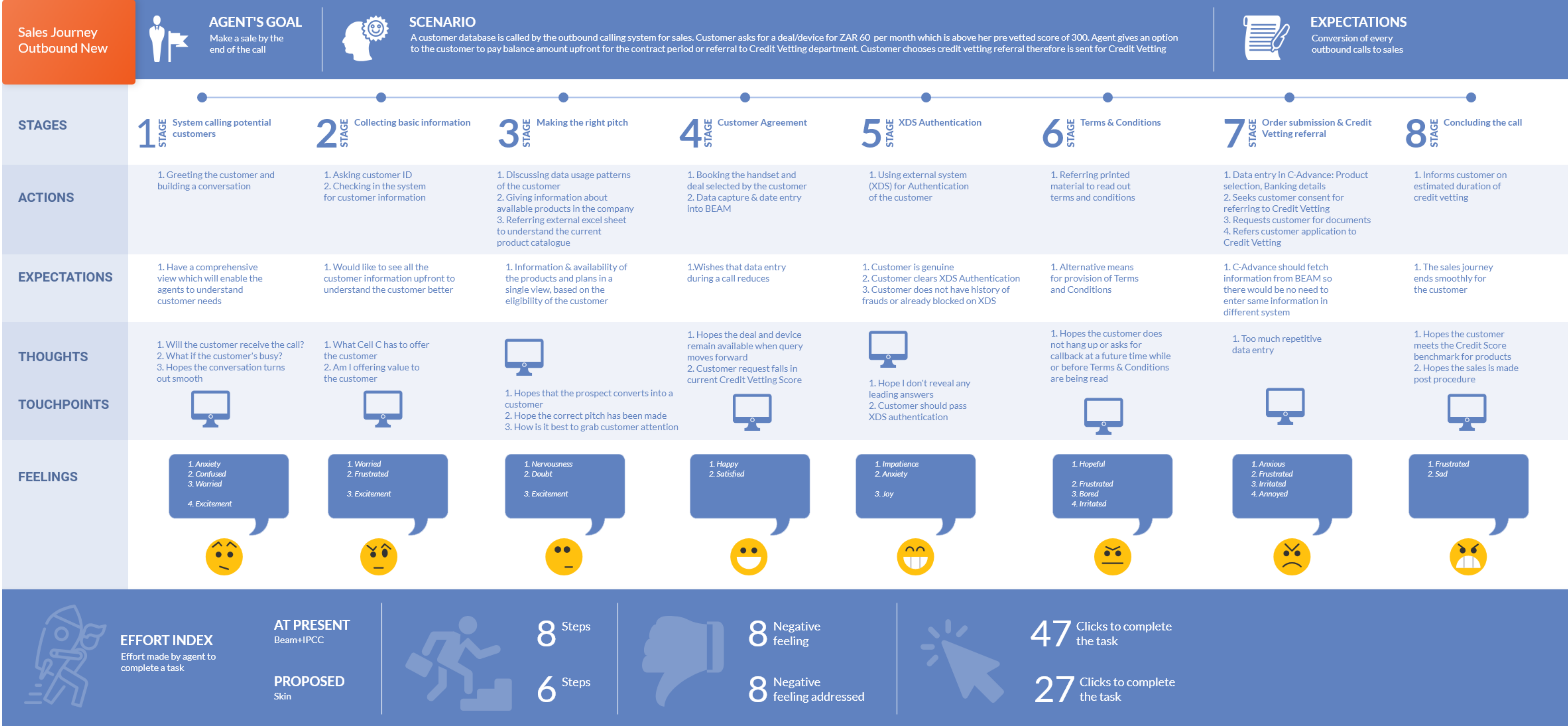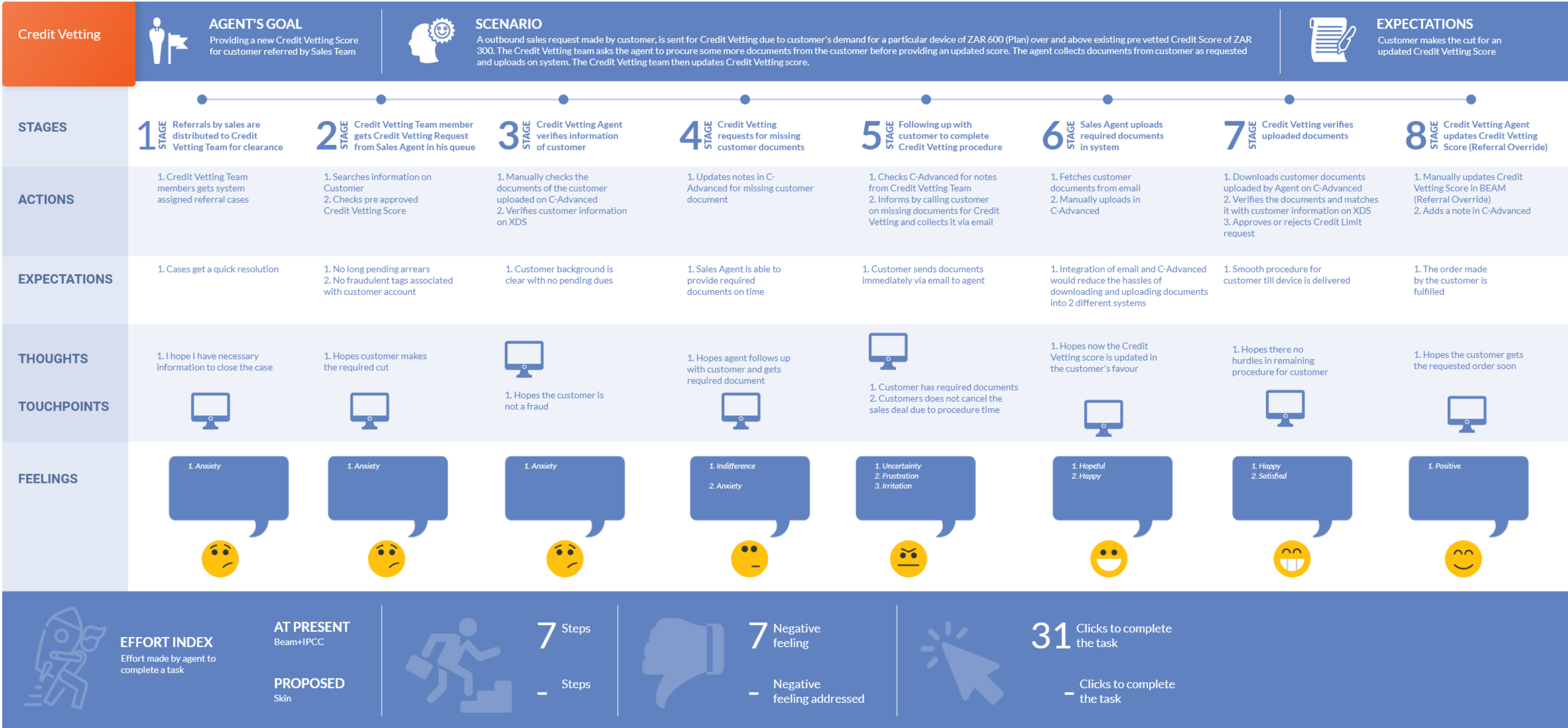Prepaid Port In Request
Inbound Upgrades
Sales Journey Inbound Existing

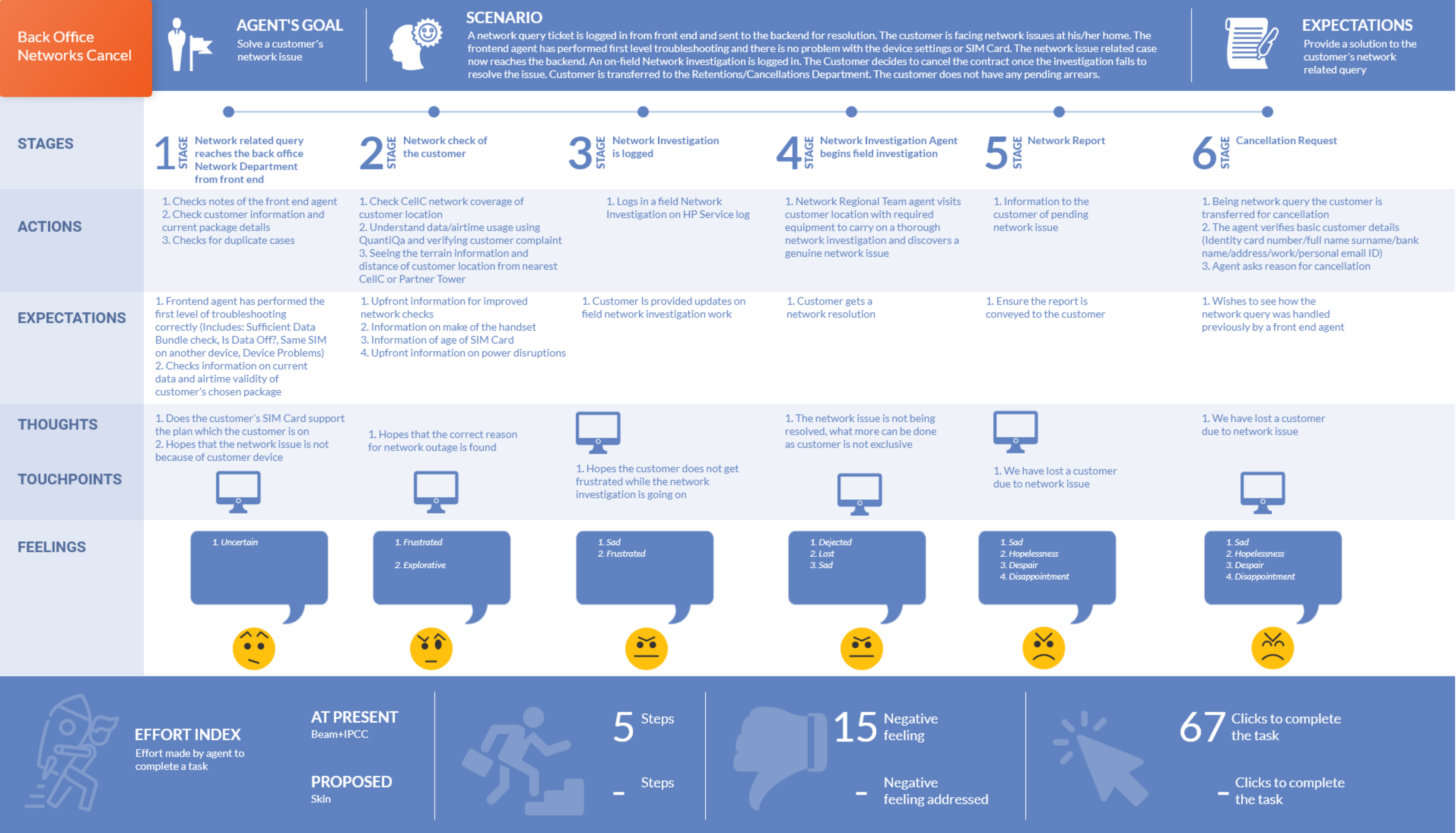# Sales Journey – Inbound existing

Sales Journey Inbound Existing

AGENT'S GOAL
Make a sale by the end of the call

SCENARIO
A customer calls in the Sales Department for a particular device and deal. The customer is already existing in the database. The customer has a Prevetted score and the request made by the customer does not require Credit Vetting approval.

EXPECTATIONS
Conversion of every inbound sales call

STAGES

	STAGE 1 Agent receives the call from a customer	STAGE 2 Performs first point security check	STAGE 3 Agent gets customer request	STAGE 4 Agent confirms availability of Device, Deal and Matching Credit Vetting Score	STAGE 5 XDS Authentication	STAGE 6 Terms & Conditions	STAGE 7 Order submission	STAGE 8 Concluding the call
ACTIONS	1. Greeting the customer 2. Listening to the customer request/query	1. Verifies the customer by asking basic questions available in system (Name, ID Number, Address, Number)	1. Taking customer request on device and deal 2. Verifying the deal by manually looking into deal sheet 3. Checking device availability in stock sheet 4. Check Credit Vetting score as per customer request	1. Informing the customer on availability of Product and Deal 2. Informing the customer on matching of Credit Eligibility	1. Using external system (XDS) for Authentication of the customer	1. Referring printed material to read out terms and conditions	1. Data entry in C-Advance: Product selection, Banking details	1. Concluding the call on a positive note
EXPECTATIONS	1. Wishes that customer has used the Self Service PIN so that first level authentication is skipped	1. Customer starts using a self service pin from this point onwards	1. Wishes information & availability of the products and plans in a single view, based on the customer request 2. Upfront information of Customer Credit Vetting Score	1. Upfront information on: a. Stock availability as per customer order b. Deal availability	1. Customer is genuine 2. Customer clears XDS Authentication 3. Customer is not already blocked on XDS 4. Customer does not have history of frauds	1. Alternative means for provision of Terms and Conditions	1. C-Advance should fetch information from BEAM so there would be no need to enter same information in different system	1. Wishes customer receives required support from fulfilment team
THOUGHTS	1. Will the customer authentication be now successful as the customer has not used a self service PIN	1. Can self service pin be made compulsory?		1. Hopes the deal and device remain available when query moves forward 2. Customer request falls in current Credit Vetting Score	1. Hope I don't reveal any leading answers 2. Customer should pass XDS authentication	1. Hopes the customer does not hang up or asks for call back at a future time while or before Terms & Conditions are being read	1. Too much repetitive data entry	1. Hopes the product is delivered to customer on mentioned date and time
TOUCHPOINTS	🖥	🖥	🖥 1. Hopes the deal and device are available 2. Customer request falls in current Credit Vetting Score	🖥	🖥	🖥	🖥	🖥
FEELINGS	1. Hopeful 2. Frustration	1. Indifference 2. Thoughtful	1. Uncertainty 2. Anxiety	1. Happy 2. Satisfied	1. Impatience 2. Anxiety 3. Happy 4. Joy	1. Hopeful 2. Frustration 3. Bored 4. Irritated	1. Irritated	1. Happy 2. Content 3. Satisfied

EFFORT INDEX
Effort made by agent to complete a task

AT PRESENT Beam+IPCC

PROPOSED Skin

	AT PRESENT	PROPOSED
Steps	8	–
Negative feeling	9	– Negative feeling addressed
Clicks to complete the task	34	–

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Cell C

Sales Journey – Outbound new

Sales Journey Outbound New

AGENT'S GOAL
Make a sale by the end of the call

SCENARIO
A customer database is called by the outbound calling system for sales. Customer asks for a deal/device for ZAR 60 per month which is above her pre vetted score of 300. Agent gives an option to the customer to pay balance amount upfront for the contract period or referral to Credit Vetting department. Customer chooses credit vetting referral therefore is sent for Credit Vetting

EXPECTATIONS
Conversion of every outbound calls to sales

	STAGE 1 System calling potential customers	STAGE 2 Collecting basic information	STAGE 3 Making the right pitch	STAGE 4 Customer Agreement	STAGE 5 XDS Authentication	STAGE 6 Terms & Conditions	STAGE 7 Order submission & Credit Vetting referral	STAGE 8 Concluding the call
ACTIONS	1. Greeting the customer and building a conversation	1. Asking customer ID 2. Checking in the system for customer information	1. Discussing data usage patterns of the customer 2. Giving information about available products in the company 3. Referring external excel sheet to understand the current product catalogue	1. Booking the handset and deal selected by the customer 2. Data capture & date entry into BEAM	1. Using external system (XDS) for Authentication of the customer	1. Referring printed material to read out terms and conditions	1. Data entry in C-Advance: Product selection, Banking details 2. Seeks customer consent for referring to Credit Vetting 3. Requests customer for documents 4. Refers customer application to Credit Vetting	1. Informs customer on estimated duration of credit vetting
EXPECTATIONS	1. Have a comprehensive view which will enable the agents to understand customer needs	1. Would like to see all the customer information upfront to understand the customer better	1. Information & availability of the products and plans in a single view, based on the eligibility of the customer	1.Wishes that data entry during a call reduces	1. Customer is genuine 2. Customer clears XDS Authentication 3. Customer does not have history of frauds or already blocked on XDS	1. Alternative means for provision of Terms and Conditions	1. C-Advance should fetch information from BEAM so there would be no need to enter same information in different system	1. The sales journey ends smoothly for the customer
THOUGHTS	1. Will the customer receive the call? 2. What if the customer's busy? 3. Hopes the conversation turns out smooth	1. What Cell C has to offer the customer 2. Am I offering value to the customer	1. Hopes that the prospect converts into a customer 2. Hope the correct pitch has been made 3. How is it best to grab customer attention	1. Hopes the deal and device remain available when query moves forward 2. Customer request falls in current Credit Vetting Score	1. Hope I don't reveal any leading answers 2. Customer should pass XDS authentication	1. Hopes the customer does not hang up or asks for callback at a future time while or before Terms & Conditions are being read	1. Too much repetitive data entry	1. Hopes the customer meets the Credit Score benchmark for products 2. Hopes the sales is made post procedure
TOUCHPOINTS	🖥	🖥	🖥	🖥	🖥	🖥	🖥	🖥
FEELINGS	1. Anxiety 2. Confused 3. Worried 4. Excitement	1. Worried 2. Frustrated 3. Excitement	1. Nervousness 2. Doubt 3. Excitement	1. Happy 2. Satisfied	1. Impatience 2. Anxiety 3. Joy	1. Hopeful 2. Frustrated 3. Bored 4. Irritated	1. Anxious 2. Frustrated 3. Irritated 4. Annoyed	1. Frustrated 2. Sad

EFFORT INDEX
Effort made by agent to complete a task

AT PRESENT Beam+IPCC — 8 Steps
PROPOSED Skin — 6 Steps

8 Negative feeling
8 Negative feeling addressed

47 Clicks to complete the task
27 Clicks to complete the task

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Credit Vetting

Credit Vetting

AGENT'S GOAL
Providing a new Credit Vetting Score for customer referred by Sales Team

SCENARIO
A outbound sales request made by customer, is sent for Credit Vetting due to customer's demand for a particular device of ZAR 600 (Plan) over and above existing pre vetted Credit Score of ZAR 300. The Credit Vetting team asks the agent to procure some more documents from the customer before providing an updated score. The agent collects documents from customer as requested and uploads on system. The Credit Vetting team then updates Credit Vetting score.

EXPECTATIONS
Customer makes the cut for an updated Credit Vetting Score

STAGES

1 STAGE	2 STAGE	3 STAGE	4 STAGE	5 STAGE	6 STAGE	7 STAGE	8 STAGE
Referrals by sales are distributed to Credit Vetting Team for clearance	Credit Vetting Team member gets Credit Vetting Request from Sales Agent in his queue	Credit Vetting Agent verifies information of customer	Credit Vetting requests for missing customer documents	Following up with customer to complete Credit Vetting procedure	Sales Agent uploads required documents in system	Credit Vetting verifies uploaded documents	Credit Vetting Agent updates Credit Vetting Score (Referral Override)

ACTIONS

1. Credit Vetting Team members gets system assigned referral cases	1. Searches information on Customer 2. Checks pre approved Credit Vetting Score	1. Manually checks the documents of the customer uploaded on C-Advanced 2. Verifies customer information on XDS	1. Updates notes in C-Advanced for missing customer document	1. Checks C-Advanced for notes from Credit Vetting Team 2. Informs by calling customer on missing documents for Credit Vetting and collects it via email	1. Fetches customer documents from email 2. Manually uploads in C-Advanced	1. Downloads customer documents uploaded by Agent on C-Advanced 2. Verifies the documents and matches it with customer information on XDS 3. Approves or rejects Credit Limit request	1. Manually updates Credit Vetting Score in BEAM (Referral Override) 2. Adds a note in C-Advanced

EXPECTATIONS

1. Cases get a quick resolution	1. No long pending arrears 2. No fraudulent tags associated with customer account	1. Customer background is clear with no pending dues	1. Sales Agent is able to provide required documents on time	1. Customer sends documents immediately via email to agent	1. Integration of email and C-Advanced would reduce the hassles of downloading and uploading documents into 2 different systems	1. Smooth procedure for customer till device is delivered	1. The order made by the customer is fulfilled

THOUGHTS

1. I hope I have necessary information to close the case	1. Hopes customer makes the required cut		1. Hopes agent follows up with customer and gets required document		1. Hopes now the Credit Vetting score is updated in the customer's favour	1. Hopes there no hurdles in remaining procedure for customer	1. Hopes the customer gets the requested order soon

TOUCHPOINTS

		1. Hopes the customer is not a fraud		1. Customer has required documents 2. Customers does not cancel the sales deal due to procedure time			

FEELINGS

1. Anxiety	1. Anxiety	1. Anxiety	1. Indifference 2. Anxiety	1. Uncertainty 2. Frustration 3. Irritation	1. Hopeful 2. Happy	1. Happy 2. Satisfied	1. Positive

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EFFORT INDEX
Effort made by agent to complete a task

AT PRESENT
Beam+IPCC

PROPOSED
Skin

7 Steps
– Steps

7 Negative feeling
– Negative feeling addressed

31 Clicks to complete the task
– Clicks to complete the task

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Cell C

Back Office Networks Cancel

AGENT'S GOAL
Solve a customer's network issue

SCENARIO
A network query ticket is logged in from front end and sent to the backend for resolution. The customer is facing network issues at his/her home. The frontend agent has performed first level troubleshooting and there is no problem with the device settings or SIM Card. The network issue related case now reaches the backend. An on-field Network investigation is logged in. The Customer decides to cancel the contract once the investigation fails to resolve the issue. Customer is transferred to the Retentions/Cancellations Department. The customer does not have any pending arrears.

EXPECTATIONS
Provide a solution to the customer's network related query

STAGES	1 STAGE Network related query reaches the back office Network Department from front end	2 STAGE Network check of the customer	3 STAGE Network Investigation is logged	4 STAGE Network Investigation Agent begins field investigation	5 STAGE Network Report	6 STAGE Cancellation Request
ACTIONS	1. Checks notes of the front end agent 2. Check customer information and current package details 3. Checks for duplicate cases	1. Check CellC network coverage of customer location 2. Understand data/airtime usage using QuantiQa and verifying customer complaint 3. Seeing the terrain information and distance of customer location from nearest CellC or Partner Tower	1. Logs in a field Network Investigation on HP Service log	1. Network Regional Team agent visits customer location with required equipment to carry on a thorough network investigation and discovers a genuine network issue	1. Information to the customer of pending network issue	1. Being network query the customer is transferred for cancellation 2. The agent verifies basic customer details (Identity card number/full name surname/bank name/address/work/personal email ID) 3. Agent asks reason for cancellation
EXPECTATIONS	1. Frontend agent has performed the first level of troubleshooting correctly (Includes: Sufficient Data Bundle check, Is Data Off?, Same SIM on another device, Device Problems) 2. Checks information on current data and airtime validity of customer's chosen package	1. Upfront information for improved network checks 2. Information on make of the handset 3. Information of age of SIM Card 4. Upfront information on power disruptions	1. Customer Is provided updates on field network investigation work	1. Customer gets a network resolution	1. Ensure the report is conveyed to the customer	1. Wishes to see how the network query was handled previously by a front end agent
THOUGHTS	1. Does the customer's SIM Card support the plan which the customer is on 2. Hopes that the network issue is not because of customer device	1. Hopes that the correct reason for network outage is found	1. Hopes the customer does not get frustrated while the network investigation is going on	1. The network issue is not being resolved, what more can be done as customer is not exclusive	1. We have lost a customer due to network issue	1. We have lost a customer due to network issue
TOUCHPOINTS						
FEELINGS	1. Uncertain	1. Frustrated 2. Explorative	1. Sad 2. Frustrated	1. Dejected 2. Lost 3. Sad	1. Sad 2. Hopelessness 3. Despair 4. Disappointment	1. Sad 2. Hopelessness 3. Despair 4. Disappointment

EFFORT INDEX
Effort made by agent to complete a task

AT PRESENT Beam+IPCC

PROPOSED Skin

	Steps	Negative feeling	Clicks to complete the task
AT PRESENT	5 Steps	15 Negative feeling	67 Clicks to complete the task
PROPOSED	_ Steps	_ Negative feeling addressed	_ Clicks to complete the task

Back Office Networks (Exclusive)

AGENT'S GOAL
Solve a customer's network issue

SCENARIO
A network query ticket is logged in from front end and sent to the backend for resolution. The exclusive category customer is facing network issues at his/her home. The frontend agent has performed first level troubleshooting and there is no problem with the device settings or SIM Card. The network issue related case now reaches the backend. An on-field Network investigation is logged in. A network booster is installed at the Exclusive customer's home for

EXPECTATIONS
Provide a solution to the customer's network related query

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
STAGES	Network related query reaches the back office Network Department from front end	Network check of the customer	Network Investigation is logged	Network Investigation Agent begins field investigation	Closing the case
ACTIONS	1. Checks notes of the front end agent 2. Check customer information and current package details 3. Checks for duplicate cases	1. Check CellC network coverage of customer location 2. Understand data/airtime usage using QuantiQa and verifying customer complaint 3. Seeing the terrain information and distance of customer location from nearest CellC or Partner Tower	1. Logs in a field Network Investigation on HP Service log	1. On-Field Network Regional Team Agent visits customer location with required equipment to carry on a thorough network investigation Due to a genuine network issue agent installs a network booster at the customer home as he is an exclusive	1. Information on issue resolution to the back office agent 2. Closing ticket post resolution
EXPECTATIONS	1. Frontend agent has performed the first level of troubleshooting correctly (Includes: Sufficient Data Bundle check, Is Data Off?, Same SIM on another device, Device Problems) 2. Checks information on current data and airtime validity of customer's chosen package	1. Upfront information for improved network checks 2. Information on make of the handset 3. Information of age of SIM Card 4. Upfront information on power disruptions	1. Customer Is provided updates on field network investigation work	1. Wishes that the customer gets a final network solution	1. Customer does not face network issue again
THOUGHTS	1. Does the customer's SIM Card support the plan which the customer is on	1. Hopes that the correct reason for network outage is found	1. Hopes the customer does not get frustrated while the network investigation is going on	1. Hopes the customer network issue is finally solved 2. Customer is made aware of details on on-field network investigation	1. Customer is satisfied at the resolution
TOUCHPOINTS					
FEELINGS	1. Uncertain	1. Frustrated 2. Explorative	1. Sad 2. Frustrated	:1. Positive	1. Good 2. Positive 3. Satisfied

EFFORT INDEX
Effort made by agent to complete a task

AT PRESENT
Beam+IPCC

PROPOSED
Skin

5 Steps
_ Steps

4 Negative feeling
_ Negative feeling addressed

48 Clicks to complete the task
_ Clicks to complete the task

SIM Swap – Prepaid online

SIM SWAP Prepaid Online

AGENT'S GOAL — Perform a SIM SWAP by the end of the call

SCENARIO — The Prepaid customer calls for a SIM SWAP. The customer has damaged his SIM and wants to perform a SIM SWAP for which he has already purchased a SIM Card and completed the RICA procedure.

EXPECTATIONS — SIM SWAP process completes with ease, for the customer

	STAGE 1 Collecting Customer Information	STAGE 2 XDS Authentication	STAGE 3 Taking details of New SIM Card	STAGE 4 Giving out Post SIM Swap details
ACTIONS	1. Listening to the customer query 2. Collects customer number for which the SIM SWAP is required 3. Verify if number is 60 days old Asks the following 5 questions (Incase of prepaid customers): a. Last Recharge done b. Two frequently dialled numbers c. Data balance available d. Type of data bundles e. Last recharge amount	1. Logging into another system for advanced authentication of the customer 2. Asking 5 advanced authenticating questions to the	1. Asking for Blank SIM Number already purchased 2. Feeding the number in the system 3. Completing the SIM SWAP procedure	1. Informing the customer the 2 hour activation time for the new SIM post SIM SWAP
EXPECTATIONS	1. No fraudulent customers make through the first level of authentication	1. Real time XDS Status and upfront information if the customer is already blocked on XDS	1. SIM gets activated in stipulated time period	1. No system delays in SIM SWAP
THOUGHTS	1. Hopes that the customer is genuine	1. Hopes the customer is genuine		1. Hopes the customer Is satisfied
TOUCHPOINTS			1. Hope the SIM Card number provided is correct 2. Hopes the customer is now satisfied with the assistance received	
FEELINGS	1. Curiosity 2. Doubt 3. Uncertainty	1. Authority 2. Anxiety 3. Uncertainty 4. Happy	1. Satisfaction 2. Confidence 3. Happy	1. Relief 2. Satisfaction 3. Glad 4. Happy

EFFORT INDEX — Effort made by agent to complete a task

AT PRESENT Beam+IPCC

PROPOSED Skin

	AT PRESENT	PROPOSED
Steps	4 Steps	_ Steps
Negative feeling	6 Negative feeling	_ Negative feeling addressed
Clicks to complete the task	25 Clicks to complete the task	_ Clicks to complete the task

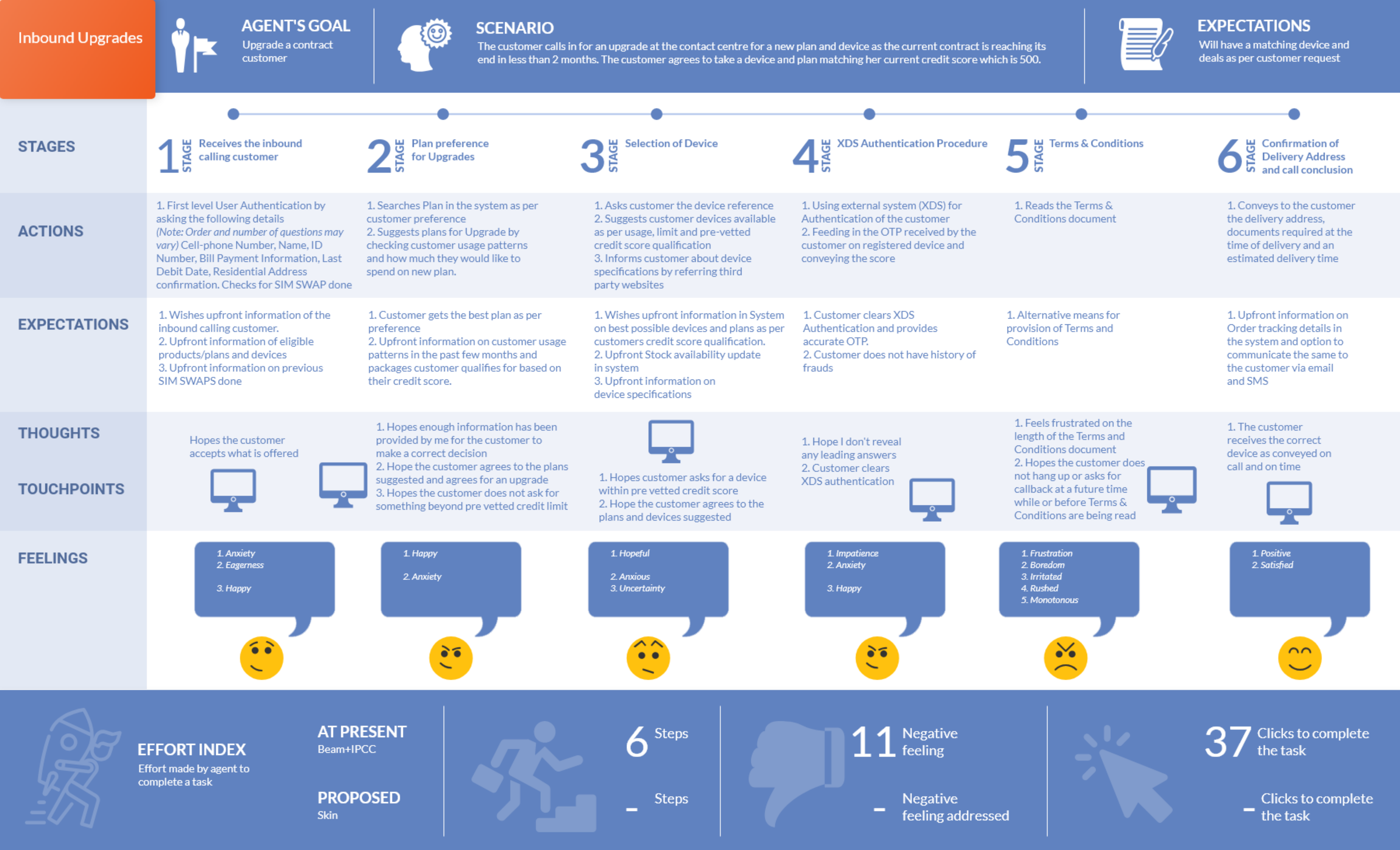| | **Monthly Bill Limit Increase** | **AGENT'S GOAL** Agent attending to a customer call | **SCENARIO** A customer calls in the contact center and requests for a Monthly Bill Limit Increase. The current Monthly Bill for the customer is ZAR 800 and the customer wants to increase the limit to ZAR 1200. The customer has a current credit score of ZAR 1300. The Agent updates the monthly bill limit | **EXPECTATIONS** Customer query is resolved on the very call |

	1 STAGE Network related query reaches the back office Network Department from front end	**2** STAGE Listening to the query	**3** STAGE Checking account Information	**4** STAGE Updating Score	**5** STAGE Concluding the call
STAGES					
ACTIONS	1. Picking up the call 2. Greeting the customer and requesting to confirm the identity by asking a set of security questions (1st level security) – Name, Surname, ID Number, Name of Bank, D/O Date, Address 3. To confirm the phone number 4. Simultaneously looking at the system while talking to the customer and verifying the details	1. Asking and listening to the customer query 2. Simultaneously trying to open the relevant sections and tabs on the system	1. Looking at the customer details on the screen and analyzing it for all the compliances before proceeding further 2. Checking for fraud	1. Completing procedure for Monthly Bill Limit Increase (Subscription>Change Credit Level>Override Proposed Limit>New Threshold>Next and Submit>Monthly Limit>New Monthly Bill Limit>New National Daily Limit)	1. The agent logs the care notes in the system under handle section and chooses the reason codes while talking to the customer. 2. The agent while logging the note is simultaneously updating the customer about the updated bill limit and concludes the call 3. Offers the customer to transfer for the survey on IPCC
EXPECTATIONS	1. A genuine query by the customer that can be contributed towards and solved on the same call	1. Same time reflection of changes made in system	1. Wishes upfront availability of customer information	Wishes the update reflects during call Reduction in unnecessary	1. Wishes simpler ways to log in care notes
THOUGHTS	1. It is not a fraud call 2. Positive mood of the customer 3. Customer should be able the answer all the first level security questions correctly. Wishes the customer uses a self service Pin	NA	1. Hopes that the customer's account is not deactivated. 2. Also hopes that there are no comments about any fraud incidences	1. Wishes the process is more simplified with less toggles	1. Hope that all information is logged in before releasing the call. 2. Positive feedback during the survey after call
TOUCHPOINTS					
FEELINGS	1. Uncertainty 2. Happy	1. Happy	1. Irritation 2. Uncertainty	1. Hopeful 2. Keen	1. Positive 2. Satisfied 3. Happy

EFFORT INDEX Effort made by agent to complete a task	**AT PRESENT** Beam+IPCC	**6** Steps	**5** Negative feeling	**22** Clicks to complete the task
	PROPOSED Skin	_ Steps	_ Negative feeling addressed	_ Clicks to complete the task

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Cell C

Inbound Upgrades

Inbound Upgrades	AGENT'S GOAL	SCENARIO	EXPECTATIONS
	Upgrade a contract customer	The customer calls in for an upgrade at the contact centre for a new plan and device as the current contract is reaching its end in less than 2 months. The customer agrees to take a device and plan matching her current credit score which is 500.	Will have a matching device and deals as per customer request

	1 STAGE Receives the inbound calling customer	**2** STAGE Plan preference for Upgrades	**3** STAGE Selection of Device	**4** STAGE XDS Authentication Procedure	**5** STAGE Terms & Conditions	**6** STAGE Confirmation of Delivery Address and call conclusion
STAGES						
ACTIONS	1. First level User Authentication by asking the following details *(Note: Order and number of questions may vary)* Cell-phone Number, Name, ID Number, Bill Payment Information, Last Debit Date, Residential Address confirmation. Checks for SIM SWAP done	1. Searches Plan in the system as per customer preference 2. Suggests plans for Upgrade by checking customer usage patterns and how much they would like to spend on new plan.	1. Asks customer the device reference 2. Suggests customer devices available as per usage, limit and pre-vetted credit score qualification 3. Informs customer about device specifications by referring third party websites	1. Using external system (XDS) for Authentication of the customer 2. Feeding in the OTP received by the customer on registered device and conveying the score	1. Reads the Terms & Conditions document	1. Conveys to the customer the delivery address, documents required at the time of delivery and an estimated delivery time
EXPECTATIONS	1. Wishes upfront information of the inbound calling customer. 2. Upfront information of eligible products/plans and devices 3. Upfront information on previous SIM SWAPS done	1. Customer gets the best plan as per preference 2. Upfront information on customer usage patterns in the past few months and packages customer qualifies for based on their credit score.	1. Wishes upfront information in System on best possible devices and plans as per customers credit score qualification. 2. Upfront Stock availability update in system 3. Upfront information on device specifications	1. Customer clears XDS Authentication and provides accurate OTP. 2. Customer does not have history of frauds	1. Alternative means for provision of Terms and Conditions	1. Upfront information on Order tracking details in the system and option to communicate the same to the customer via email and SMS
THOUGHTS / **TOUCHPOINTS**	Hopes the customer accepts what is offered	1. Hopes enough information has been provided by me for the customer to make a correct decision 2. Hope the customer agrees to the plans suggested and agrees for an upgrade 3. Hopes the customer does not ask for something beyond pre vetted credit limit	1. Hopes customer asks for a device within pre vetted credit score 2. Hope the customer agrees to the plans and devices suggested	1. Hope I don't reveal any leading answers 2. Customer clears XDS authentication	1. Feels frustrated on the length of the Terms and Conditions document 2. Hopes the customer does not hang up or asks for callback at a future time while or before Terms & Conditions are being read	1. The customer receives the correct device as conveyed on call and on time
FEELINGS	1. Anxiety 2. Eagerness 3. Happy	1. Happy 2. Anxiety	1. Hopeful 2. Anxious 3. Uncertainty	1. Impatience 2. Anxiety 3. Happy	1. Frustration 2. Boredom 3. Irritated 4. Rushed 5. Monotonous	1. Positive 2. Satisfied

EFFORT INDEX Effort made by agent to complete a task

AT PRESENT Beam+IPCC

PROPOSED Skin

6 Steps — Steps

11 Negative feeling — Negative feeling addressed

37 Clicks to complete the task — Clicks to complete the task

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17

Prepaid Port In Request	AGENT'S GOAL	SCENARIO		EXPECTATIONS
	Porting In a Prepaid Customer of another network to Cell C	A Prepaid Customer from another network calls in the Cell C Port Support Team for Porting In to Cell C. The Other network customer has already purchased a Cell C SIM and completed the RICA procedure The PST Agents assists the customer to initiate the Port In procedure.		The Porting in procedure is complete in stipulated time period

	STAGE 1 Receive the call from Customer	STAGE 2 Taking required information	STAGE 3 Initiate Port In Procedure	STAGE 4 Inform Customer on procedure initiation and conclude call	
ACTIONS	1. Agent views customer information	1. Hearing the query of the customer regarding the Port In request 2. Taking the Cell C RICA SIM Number (Serial Number) 3. Taking the customer details Name, Surname, RSA ID Number and verifying it with the Details of the registered Cell C SIM details available in system	1. The agent processes the request (Subscriber - SIM Management - Change MSISDN - Number Porting) 2. The agent asks the customer about current network (Other Network - Account Status - Prepaid or Contract)	1. Informs customer that the Current Network will send a confirmation request for Porting In procedure 2. Cell C shall sends a welcome SMS 3. 24 Hours - 48 Hours turnaround Porting In time 4. Information on Airtime and Data 5. Advice on SIM Data backup	
EXPECTATIONS	1. Wishes more upfront details of customer calling in from another network or not in Cell C Database	2. Wishes customer already a Cell C RICA SIM Card ready before calling in for completing the procedure	3. System provides current customer network status - Prepaid or Contract	NA	
THOUGHTS	1. I hope the query is related to a Port In request 2. What number is it, Prepaid or Contract?	1. A potential new customer for Cell C 2. Hope I can guide the customer correctly 3. Hopes the customer is not a fraud		1. Customer doesn't change his mind and requests reversal	
TOUCHPOINTS			1. Hopes the account status (Prepaid or contract) is right		
FEELINGS	1. Curious 2. Uncertainty	1. Positive 2. Happy 3. Doubt	1. Uncertainty 2. Helpful	1. Satisfied 2. Happy 3. Content 4. Ambiguity	

EFFORT INDEX Effort made by agent to complete a task	AT PRESENT Beam+IPCC	4 Steps	5 Negative feeling	10 Clicks to complete the task
	PROPOSED Skin	– Steps	– Negative feeling addressed	– Clicks to complete the task

SIM SWAP Postpaid Store

AGENT'S GOAL
Perform a SIM SWAP

SCENARIO
The Postpaid customer walks into the store for SIM SWAP

EXPECTATIONS
SIM SWAP process completes with ease, for the customer

	STAGE 1 Attend to the Postpaid SIM SWAP Customer	STAGE 2 Collection of documents and Customer Authentication	STAGE 3 Providing a new SIM Card	STAGE 4 Payment for SIM SWAP
ACTIONS	1. Hears the customer grievance 2. Provides a Postpaid SIM SWAP form to the walk in customer	1. Manually inputs form data filled by the customer in the system 2. Verifies original documents 3. Asks for a copy of document for reference 4. Takes a copy of the document for reference (If no copy available with customer)	1. Informing the customer for the Postpaid SIM SWAP Charge and taking customer approval 2. Providing the customer with a new SIM Card 3. Feeding the SIM number in the system manually 4. Completing the SIM SWAP procedure	1. Collecting fees of ZAR 150 for Postpaid Instore SIM Swaps 2. Informing the customer the 2 hour activation time for the new SIM post SIM SWAP
EXPECTATIONS	1. Quick support and solution from support end to the customer	1. System information matches with the customer information provided	1. The new SIM gets activated as per stipulated time	1. Wishes customer is content with the solution
THOUGHTS	1. Hopes all goes well for the customer	1. Hopes the customer is not sent back due to incomplete documents 2. Hopes the form is self explanatory 3. Hopes form filling doesn't take much time	1. Hopes the account status is right	1. Hopes the customer Is satisfied with resolution
TOUCHPOINTS				
FEELINGS	1. Happy	1. Inquisitive 2. Uncertainty	1. Uncertainty 2. Helpful	1. Happy 2. Satisfied

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Cell C

CUSTOMER'S GOAL
Get a deal which is relevant to their need

SCENARIO
Customer has received a call from cell C sales agent. The agent is trying to sell a deal to the customer. The customer has agreed to the offer after discussing with the agent about his requirement for a product.

EXPECTATIONS
To get most relevant deal

	1 STAGE — Customer receives a call from CellC	2 STAGE — Providing basic information	3 STAGE — Creating a suitable deal	4 STAGE — Customer Agreement	5 STAGE — XDS Authentication	6 STAGE — Terms & Conditions and call closure
ACTIONS	1. Greeting on call and understanding the purpose of call made by the agent 2. Agrees to the offer made and proceeds further	1. Providing the customer ID details to sales agent	1. Discussing data usage patterns to make the agent understand about their needs 2. Understanding the available options of products and deals and selecting the most suitable offer 3. Gathering all necessary information about the product and deals available which suits their need.	1. Selecting and finalizing the deal 2. Providing all the information required to place the order	1. Answering all the security questions asked by the agent for verification	1. Listening to the terms and conditions spoken on call by the agent
EXPECTATIONS	1. To have complete understand of the product and offer pitched by the agent and make a right decision	1. The agent should have all the basic information about them	1. The product and offers that the agent has pitched to them should cater all their needs. 2. The deal should be customizable as per their need 3. Understanding the product correctly and choosing the right	1. The order capture should not take long	1. To answer all the security questions correctly so that they get the product.	1. Alternative means for provision of Terms and Conditions
THOUGHTS	1. The offer should be relevant to their requirement	1. The onboarding process should be smooth and easy without taking much time		1. Hopes the deal and device remain available when query moves forward 2. Hopes that the credit score is enough to get the selected deal		1. The terms and conditions are too long. It should have been shorter. 2. It is taking too much time to finish. 3. Why is it too long
TOUCHPOINTS			1. Hopes that the agent has understand the requirement correctly and has provided the right deal		1. Hopes that all the answers are correct because they have already invested their time in understanding and selecting the correct deal	
FEELINGS	1. Anxiety 2. Confused 3. Excited	1. Excitement 2. Worried	1. Excitement 2. Nervousness 3. Doubt	1. Happy 2. Doubt 4. Impatience 5. Anxiety	1. Impatience 5. Joy 2. Anxiety 6. Hopeful 3. Confused 4. Doubt	1. Hopeful 2. Frustrated 3. Bored 4. Irritated

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Cell C