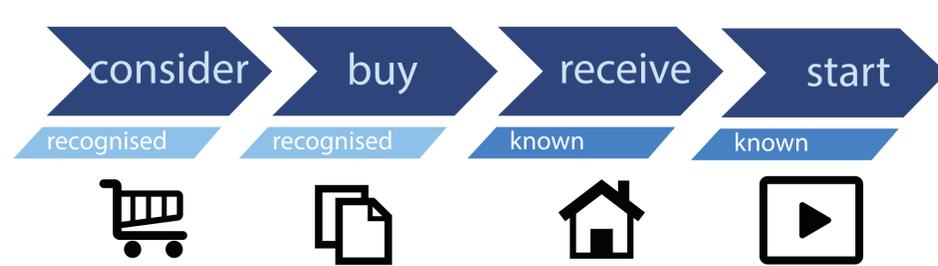


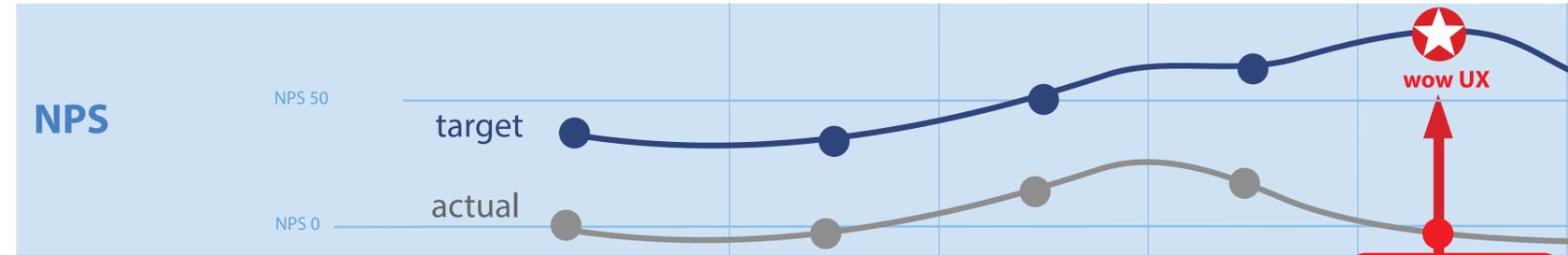


# phase

authentication



We focus on a specific section of the life cycle to document the customer journey. The Journey is defined as a specific customer objective from initiation to satisfaction.



We measure the current NPS feedback from our users and customers and plot it against the level we aspire in the strategic period.

## customer behaviour

<b>feel</b>	informed and confident	assured	exited	comfortable and energized
<b>think</b>	I can find the right product at a reasonable price	buying is safe. I get what I'll pay for	the product is presented well	the introduction to the products & services are easy to understand
<b>do</b>	I easily grasp the different options I have to fulfil my needs	I decide to buy the product and/or service	I pick up the product in the nearest store or have it delivered to my house	I am enthusiastic about the onboarding that Telenor provides and I find it very useful

We document the customer experience from the customer's perspective and from 3 discrete angles:

- What the customer feels (entry and exit emotion)
- What the customer thinks (information)
- What the customer does (intended action)

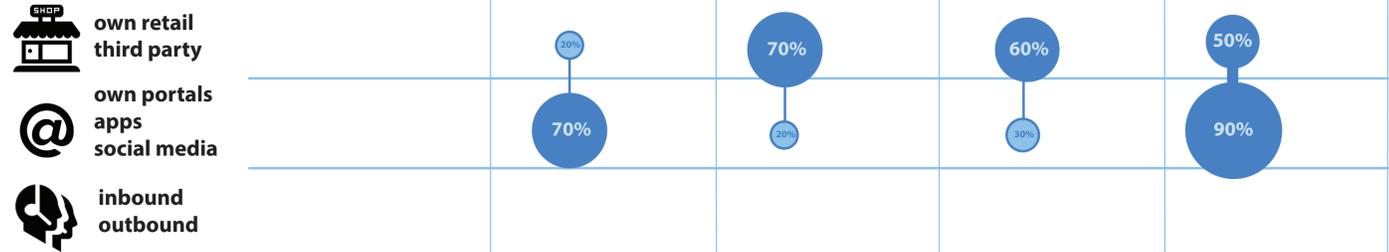
## objectives

## goals

<b>customer</b>	ask peer advice	seamless shopping bundle products	safe transaction	immediate fulfillment hassle-free returns	encourage self-service manage expenditure
<b>Telenor</b>			gross-adds & renewals		more interaction via low-cost automated touch points

We define the ultimate goals for a successful user experience for both the customer and the Brand, which do not always coincide.

## channel roles



From the strategic direction, we take the current and target channel roles. This will expose the target channel shifts we aim to achieve with the UX design.

## actions

## key capabilities



A capability is defined in three elements:

1. Functionality (technology)
2. Process (governance)
3. People (skills)

We document the required capabilities to facilitate the UX. A capability is nominated, yet not detailed to the extent that is required to develop the ultimate solution. This will be done in-market on the basis of the local legacy IT and local processes.

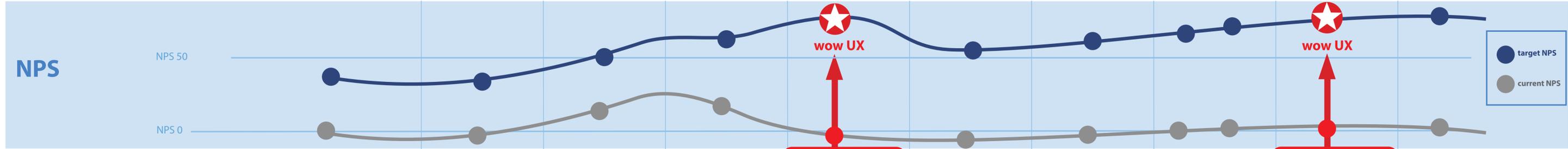
## functional core

<b>business processes</b>	process ?	- order-to-payment (eTOM)	order-to-fulfilment	new: onboarding
<b>customer frontend</b>		- name - address - credit card number (CSV) - basket content - delivery time		
<b>agent frontend</b>		- name - address - credit card number (CSV) or cash registry - basket content - delivery time		
<b>IT backend</b>		- customer check + result - credit check + result - create or edit record - initiate fulfillment process		

We need to get an early insight in the incurred complexity for our back-end systems. Using the impacted processes as a starting point we document the functional requirement to our core IT systems by defining the information captured from the user (agent, customer) and passed on to the back-end via the screen interfaces. Subsequently we define the requirement for the information that is passed back to the user in order to continue the process.

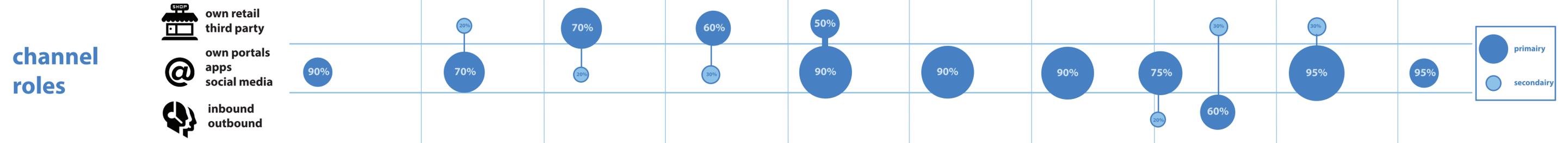
# phase

authentication



customer behaviour	feel	think	do
interested	heart icon	Telenor is the right Brand for me, having relevant and reliable products & services	I reach out to one of the Telenor touch points
informed and confident	brain icon	I can find the right product at a reasonable price	I easily grasp the different options I have to fulfil my needs
assured	handshake icon	buying is safe. I get what I'll pay for	I decide to buy the product and/or service
exited		the product is presented well	I pick up the product in the nearest store or have it delivered to my house
comfortable and energized		the introduction to the products & services are easy to understand	I am enthusiastic about the onboarding that Telenor provides and I find it very useful
ease-of-use		I can rely on the Telenor network and the hardware I use to access it	I use the broad range of products & services that Telenor offer me
value for money		paying is easy and secure	pay in time
supported		whenever I need support there are appropriate means to get it. An easy to navigate website and reliable and knowledgeable staff	I try to satisfy my need via the app or the online portals. If needed I'll call the call centre or visit a store
appreciated, rewarded for loyalty		Telenor recognizes me as a loyal customer and rewards me appropriately	I gladly acknowledge and accept the Telenor advice on my next-best-activity
proud		I'm proud to be a Telenor customer and happily share this experience with my friends and family	I share my experiences with my peers

objectives	customer	Telenor
ask peer advice	share the Telenor experience on social media	
seamless shopping bundle products	encourage parallel product lines by cross-selling	
safe transaction	Customer advocacy	gross-adds & renewals
immediate fulfillment hassle-free returns	Reduction of sales-acquisition-cost by promoters on social media	
encourage self-service manage expenditure		more interaction via low-cost automated touch points
easy top-up easy bill payment		cash-flow
self-support remote support agent support		Cost-to-serve reduction by self-support touch points
optimise tariff plan in-life bundle products		Repeat-incident prevention by upselling



actions	to expose	to offer	POS	to deliver	to onboard	to top-up	to self-support	to advise	to entice	to share
key capabilities	- ATL campaigns - SEA / SEO		- one-click-shop - in-store kiosk & tablets	- unboxing - personalized & gift wrapping - same day delivery	- agent script - welcome e-mail - video tutorials	- scheduled top-up - gift top-up - emergency credit	- visual IVR - in-store kiosk - portal & app	- in-store health check - pro-active optimisation	- NBA personal recommendation	
		to sell		to return	to delight	to invoice	to support by cc rep	to inspire	to engage	
		- online store locator - cross-channel basket		- buy online-return in store - try-before-you-buy		- online billing - direct debit - itemised bill	- empowered agents - click-to chat - co-browsing	- Zen-desks - in-store appointment	- community forum - hardware blogs	

functional core	business processes	customer frontend	agent frontend	IT backend
process ?	process ?			
	- order-to-payment (eTOM)			
	order-to-fulfilment			
	new: onboarding			
	- request-to-change (eTOM)			
	usage-to-payment (eTOM)			
	- request-to-answer (eTOM) - termination-to-confirmation (eTOM) - problem-to-solution (eTOM) - complaint-to-solution (eTOM)			
	process ?			
	process ?			