

Customer story A: “Help me, Store Staff – you’re my only hope”

Triage diagnosis: micro SIM not working



Impacts of this experience

- Marco learns to **trust an individual salesperson**, NOT Vodafone
- Marco **loses confidence** in the contact centre's ability to diagnose problems
- Marco **attributes the positive experience to the retail environment**, and it becomes the first port of call
- Retail environments become **inundated with non-sales oriented enquiries**



Customer story B: Hardware wearing the relationship thin

Self diagnosis into triage: MBB hardware issue



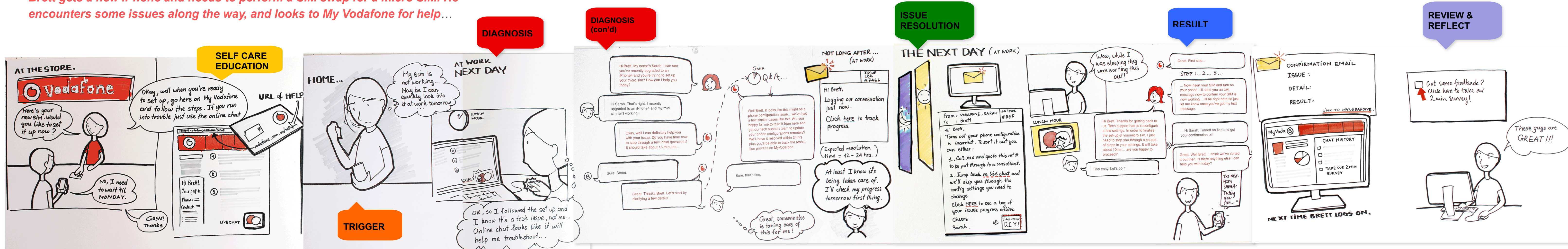
Impacts of this experience

- Nicole feels she's getting **little value from Vodafone**
- Nicole **feels exasperated** by the experience and tells others
- Nicole **leaves Vodafone** after her contract expires

Desired customer story: "Support will be with you...always."

Performing a SIM swap and encountering an issue...

Brett gets a new iPhone and needs to perform a SIM swap for a micro SIM. He encounters some issues along the way, and looks to My Vodafone for help...



Experience goals – summary

- Deal with me in a consistent and coherent manner, regardless of channel
Vodafone works, You care about me
- Be proactive in dealing with me
You care about me
- Use language, terms and IA structures that make sense to me
Vodafone works
- Provide a shared visible history of my actions, our conversations and resolutions
You keep your word
- Give me flexible options that allow me to interact when and where it suits me
Vodafone works
- Make self-care the easiest and quickest way to do simple things
Vodafone works, It's worth being with you, You create better things for me
- Provide a better way for me to diagnose complex problems
You keep your word
- Approach problem solving from my perspective, not internal systems and processes
You care about me