STAKEHOLDER ENGAGEMENT DRAFT 11 DRAFT 12 - truncated 24/08/22Copy of Episodes

SERVICE DESIGN - INFORMED FROM:

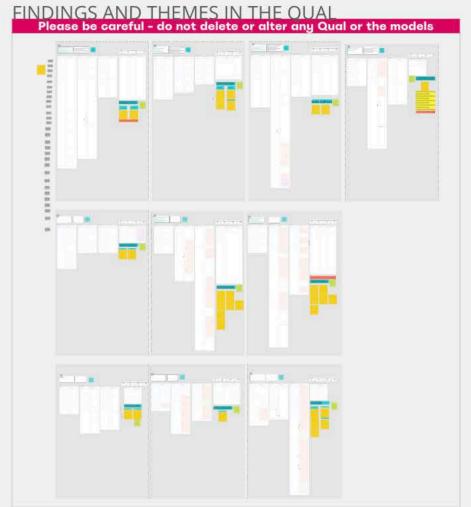
USER JOURNEY MAPS - EXT OF SERVICE DESIGN

RETAIL OVERVIEW OF ORDER JO... PROWSSONING ACK 1 USE OVERVIEW OF ORDER JO... Fibre - Wall to...

COMMAS/ORIDER BRS/NOTIFICATIONS

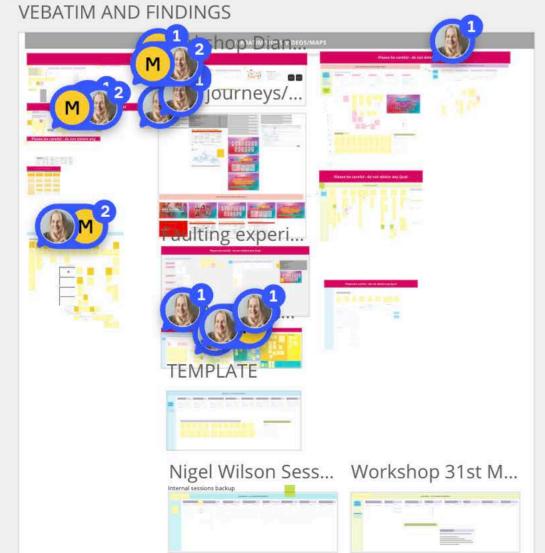
CONSUMER RESEARCH X 10 BB CUSTOMERS







STAKEHOLDER ENGAGEMENT

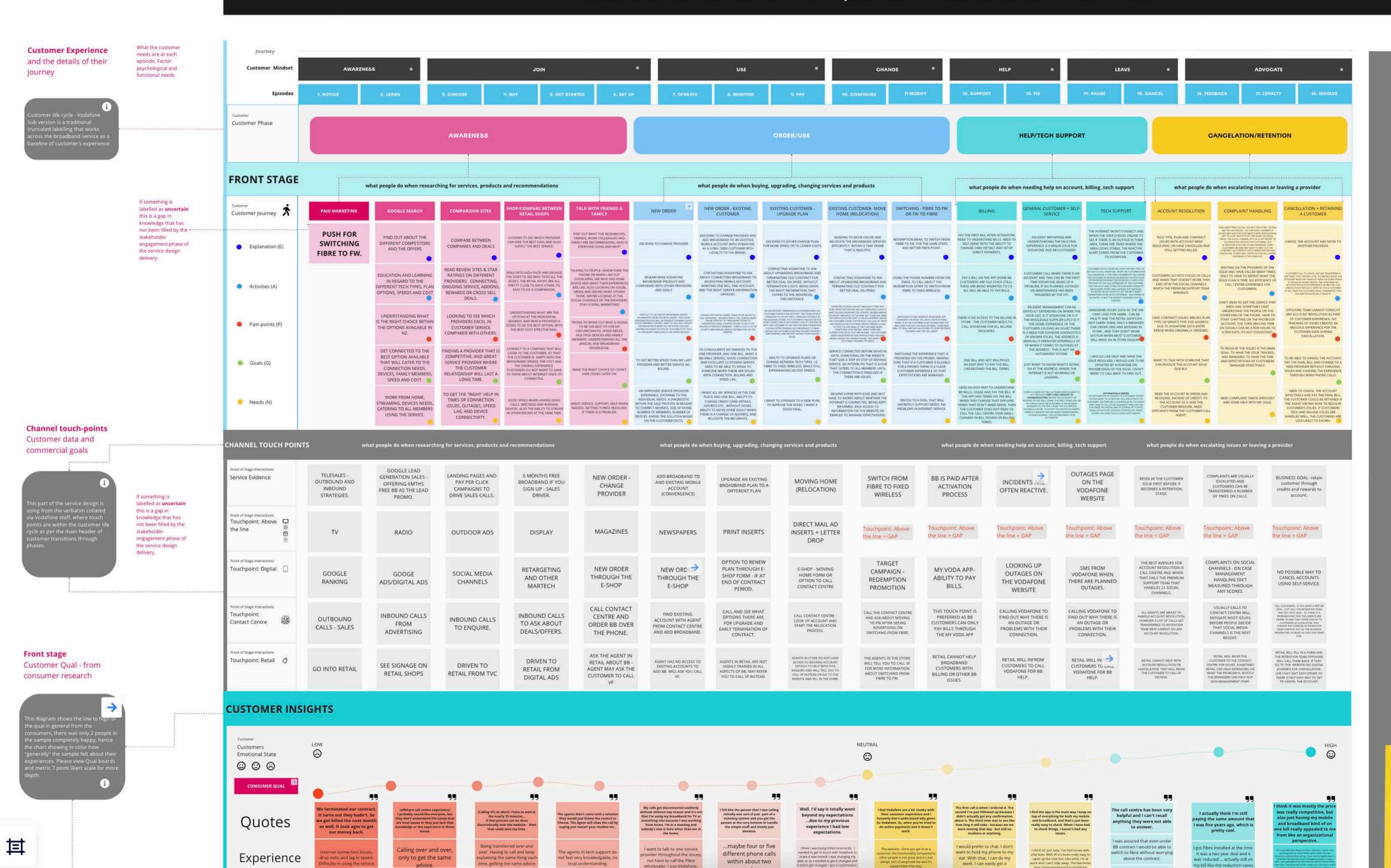




MAPPING COLLATER...



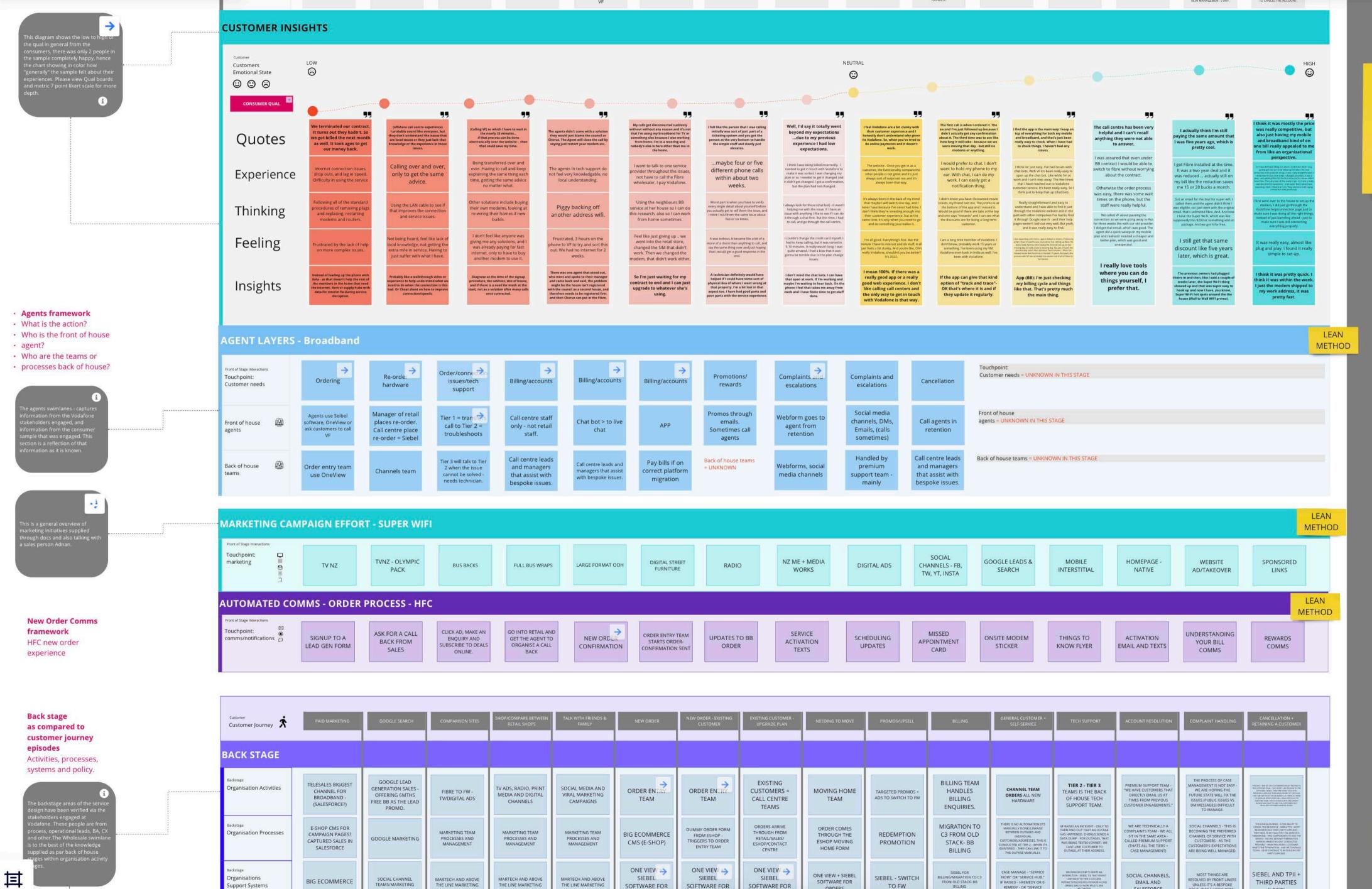
BROADBAND SQUAD VERSION OF SD



This is a mix of the known/obvious (desk research/document ation supplied) and stakeholder knowledge.

This is a mix of the known/obvious and stakeholder knowledge.

This panel is the only consumer led area.



THE LINE MARKETING

SOFTWARE FOR

ORDERS

SOFTWARE FOR

ORDERS

SOFTWARE FOR

ORDERS

TO FW

SALESFORCE

(LFC'S)

ORDERS

Support Systems

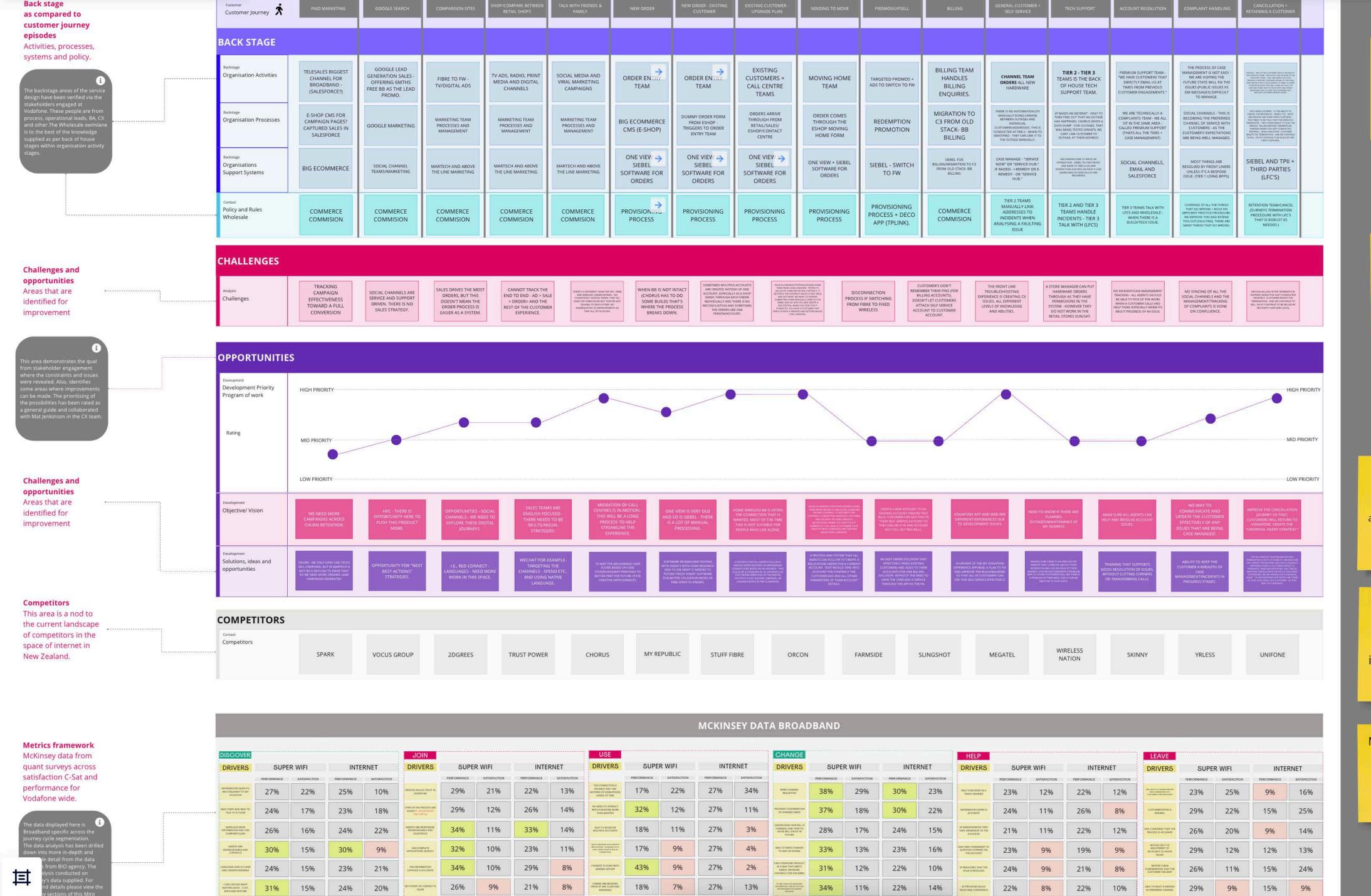
This panel is the only consumer led area.

> Stakeholder's have expressed the agent knowledge

this is from 1 doc given on super wifi

this is from 1 doc given on HFC

This is from stakeholders



This is from stakeholders

This is from stakeholders

This is from stakeholders and known/obvious areas that need help - this is not from consumer research

desktop
research of
what is known
in the landscape
of NZ (ISPs)

Mckinsey data
+ BB specific
cuts of data
from BIO
synth

Competitors

This area is a nod to the current landscape of competitors in the space of internet in New Zealand.

COMPETITORS

Competitors

SPARK VOCUS

VOCUS GROUP

TRUST POWER

2DGREES

CHORUS

MY REPUBLIC

STUFF FIBRE

ORCON

FARMSIDE SLINGSHOT

MEGATEL

WII N

WIRELESS NATION

SKINNY

YRLESS

UNIFONE

ONE

what is known in the landscape of NZ (ISPs)

desktop

research of

>

Hockinsey data

+ BB specific
cuts of data
from BIO
synth

MCKINSEY DATA BROADBAND

| DISCOVER | The second second | | | | JOIN | | | | | USE | | | | | CHANGE | | | ************ | | HELP | | | ************ | | LEAVE | *********** | *********** | | |
|---|---------------------|------------------|--------------------|--------------|---|-------------|--------------|-------------|--------------|---|-------------|--------------|-------------|--------------|--|-------------|--------------|--------------|---------------------|--|-------------|--------------|--------------|--------------|--|-------------|--------------|-------------|--------------|
| DRIVERS | SUPER WIFI INTERNET | | DRIVERS | SUPER WIFI | | INTERNET | | DRIVERS | SUPE | R WIFI | INTE | RNET | DRIVERS | SUPE | R WIFI | INTE | INTERNET | | SUPER WIFI INTERNET | | RNET | DRIVERS | SUPER WIFI | | INTERNET | | | | |
| | PERFORMANCE | SATISFACTION | PERFORMANCE | SATISFACTION | | PERFORMANCE | SATISFACTION | PERFORMANGE | SATISFACTION | THE CONNECTION IS | PERFORMANCE | SATISFACTION | PERFORMANGE | SATISFACTION | | PERFORMANCE | SATISFACTION | PERFORMANCE | SATISFACTION | | PERFORMANCE | SATISFACTION | PERFORMANCE | SATISFACTION | | PERFORMANCE | SATISFACTION | PERFORMANCE | SATISFACTION |
| INFORMATION GIVEN TO ME IS RELEVANT TO MY SITUATION | 27% | 22% | 25% | 10% | PROCESS BUILDS TRUST IN YODAFONE | 29% | 21% | 22% | 13% | RELIABLE AND LAM NOTIFIED OF DISPLIPTIONS AHEAD OF TIME | 17% | 22% | 27% | 34% | MAKE CHANGES REQUESTED | 38% | 29% | 30% | 23% | HELP IS RECEIVED IN A TOMLEY MANNER | 23% | 12% | 22% | 12% | AND COLOROBATE OF A COLOROBATE | 23% | 25% | 9% | 16% |
| NEXT STEPS AND WHO TO TALK TO IS CLEAR | 24% | 17% | 23% | 18% | STEPS IN THE PROCESS ARE CLEAR IS LIGHTON MIGHT INC. STEP 251 | 29% | 12% | 26% | 14% | NO NEED TO INTERACT WITH WILLIAMONE MORE THAN WANTED | 32% | 12% | 27% | 11% | PROVIDED CONTRIMATION OF CHANGES MADE | 37% | 18% | 30% | 22% | INFORMATION GIVEN IS ACCURATE | 24% | 11% | 26% | 8% | CUSTOMER EFFOR IS MUNIMAL | 29% | 22% | 15% | 25% |
| GIVEN ACCURATE INFORMATION AND CAN COMPARE PLANS | 26% | 16% | 24% | 22% | AGENTS ARE RESPONSIVE. KNOWLEDGABLE AND COURTEOUS | 34% | 11% | 33% | 14% | EASY TO MONITOR MULTIPLE ACCOUNTS | 18% | 11% | 27% | 3% | UNDERSTAND HOW BILL IS CHARGED, AND HOW TO WOLD BILL SHOCK IN FUTURE | 28% | 17% | 24% | 15% | OF DEMONSTRATES THEY TAKE OWNERSHIP OF THE SITUATION | 21% | 11% | 22% | 12% | FEEL COMPIDENT THAT THE FROCESS IS ACCURATE | 26% | 20% | 9% | 14% |
| AGENTS ARE ENCWESTIGABLE AND CURTEGUS | 30% | 15% | 30% | 9% | DAN COMPLETE APPLICATIONS QUICKLY | 32% | 10% | 23% | 11% | HALPIE SECURE THAT ISSUED OF COMMITTEE AND THE PROPERTY OF COMMITTEE. | 17% | 9% | 27% | 4% | ABLE TO NAME CHANGES TO WAY OF PARING | 33% | 13% | 23% | 16% | EASY AND CONVENIENT TO QUESTION CHARGES ON THE ACCOUNT | 23% | 9% | 19% | 9% | RECEIVE HELP TO ADJUSTMENT OF ACCOUNTS TO AVOID ISSUES | 29% | 12% | 12% | 13% |
| LANGUAGE USED IS CLEAR AND UNDERSTANDABLE | 24% | 15% | 23% | 21% | THE INFORMATION SUPPLIED IS ACCURATE | 34% | 10% | 29% | 8% | PAYMENT IS DONE WITH MINIMAL EFFORT | 43% | 9% | 27% | 2% | CAN CONFIGURE PRODUCT DI A WAY THAT MEETS NEEDS: NETWORK CONTROLS FOR CHILDREN | 31% | 12% | 22% | 10% | VEREASSURES THAT THE ISSUE IS RESOLVED | 24% | 9% | 21% | 8% | RECEIVE CLEAR CONFIDMATION THAT THE CUSTOMER CAN KEEP | 26% | 11% | 15% | 24% |
| I CAN CHOOSE WHAT MATTERS MOST - COST, DATA AND FEATURE | 31% | 15% | 24% | 20% | REYPOINTS OF CONTACT IS CLEAR | 26% | 9% | 21% | 8% | COMMIS ARE RECEIVED FROM VEARE CLEAR AND ENGAGING | 18% | 7% | 27% | 13% | W COLYAND FOR NET BURNEY BYTH MATTERS, AND DOS NET BUR THE RECOMMATION IS MEETY PROMESSOR | 34% | 11% | 22% | 14% | VE PROCESSES BUILD TRUST AND CONTIDENCE | 22% | 8% | 22% | 10% | ABLE TO WHAT IS NEEDED IN PRETERRED CHANNEL | 29% | 9% | 15% | 9% |
| | | | | | CAN SETUP FEATURES IN A WAY THAT IS RETUITIVE | 23% | 8% | 19% | 9% | RECEIVE CLEAR COMBRMATION OF ANY CHANGES MADE TO ACCOUNTS | 24% | 6% | 27% | 6% | | | | | | THE SERVICE WORKS AGAIN IN ATRIFFLY MAYONER | 27% | 8% | 22% | 8% | | | | | |
| | | | | | VF FORMS ARE INTUITIVE | 22% | 7% | 19% | 8% | ABLE TO MONITOR ACCOUNTS IN PREFERRED CHANNEL AT A TIME THAT WORKS | 24% | 5% | 27% | 6% | | | | | | CUSTOMER KNOWS WHAT TO DO | 23% | 8% | 23% | 6% | | | | | |
| DAT | A CHAR | TC → | | | A NEED TO SUPPLY INFORMATION THAT IS SUPPLIED PROVIDUSLY | 26% | 6% | 24% | 8% | PIND INFORMATION IN PRETERRED CHANGE AT A TIME THAT WORKS | 18% | 5% | 16% | 4% | | | | | | CUSTOMER KNOWS WHO TO TALK TO | 19% | 7% | 19% | 9% | | | | | |
| | А СПАК | | | | CAN COMPLETE THE JOHANG PROCESS IN CHAN TIME AND IN PREFERRED CHANNEL. | 27% | 6% | 24% | 7% | EARLSET ALERTS WHEN SPECIFIC THINGS HAPPEN | 15% | 5% | 13% | 4% | | | | | | VE DANGUAGE IS UNDERSTANDABLE AND CLEAR | 23% | 7% | 24% | 6% | | | | | |
| | | Journey Pulse in | ternal Survey (N=. | 2081) | | | | | | CAN TRACK THINGS WITH MINIMAL EFFORT | 19% | 4% | 18% | 4% | | | | | | UNINTERBLETED SERVICE ACCESS TO VENETWORK | 23% | 5% | 25% | 4% | | | | | |
| SuperWifi: n Fixed Voice: Broadband: | n = 367 n = 65 | | | | | | | | | BECEIVE ASSISTANCE SETTING UP SPECIFIC THINGS TO MONITOR | 15% | 4% | 14% | 8% | | | | | | NO CHARGE FOR RESTORING A DEVICE | 39% | 4% | 38% | 5% | | | | | |
| Fibre: n = 45 HFC: n = 29 | | | | | | | | | | | no data | no data | no data | no data | | | | | | | | | | | | | | | |

McKinsey data from quant surveys across satisfaction C-Sat and

Metrics framework

performance for Vodafone wide.

The data displayed here is Broadband specific across the journey cycle segmentation. The data analysis has been drilled down into more in-depth and digestible detail from the data analytics from BIO agency. The data analysis conducted on McKinsey's data supplied. For charts and details please view the McKinsey sections of this Miro Space.

Performance (%T2b*)

Performance is measured in terms of overall satisfaction score on a scale of 1-10

*% of respondents who selected 9 or 10 on a 1-10 scale

Satisfaction^

Determined by the relationship between overall satisfaction and satisfaction with aspects of the customer experience to understand how closely one predicts the other. SUM's to 100%

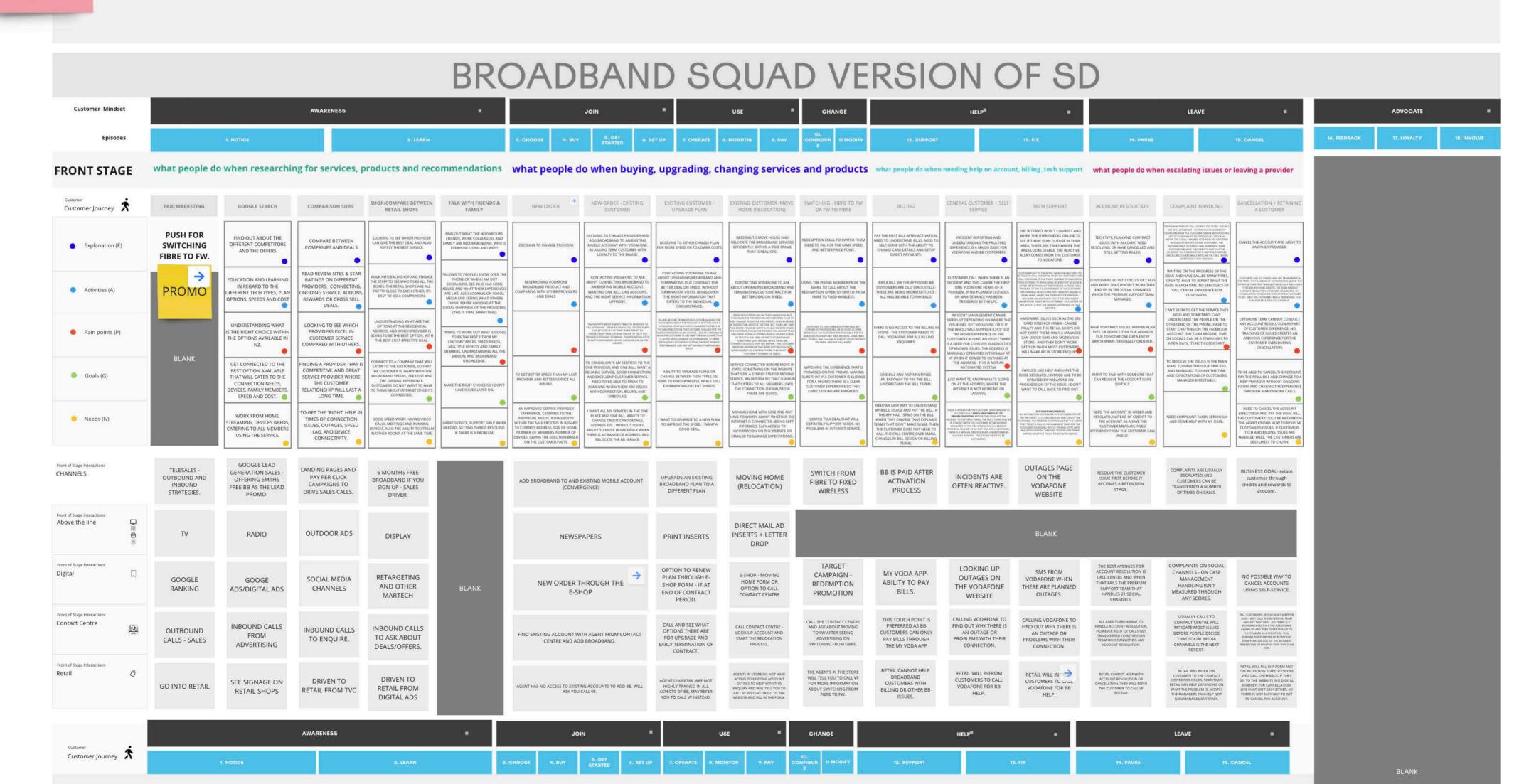
^Derived importance methodology used the Johnson Relative Weight (JRW) using overall satisfaction (1-10) as the dependent variable and agreement with journey satisfaction (1-10) as the independent variables





DRAFT 12 - truncated

LAST UPDATE 29TH August
Natascha Wilson
BIO Consultant



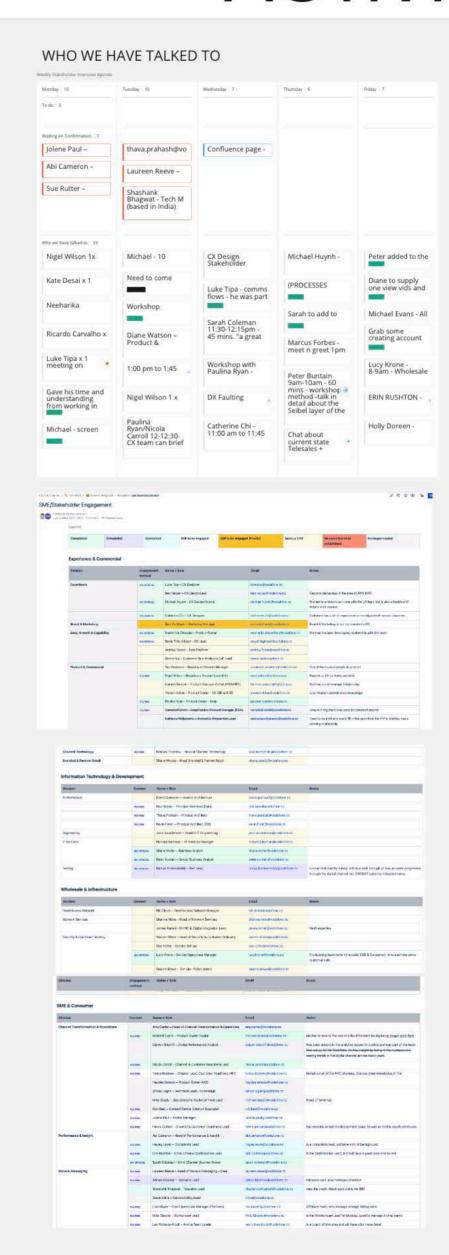
| | | | | | AWARENESS | | | * | | Jo | DIN | * | | USE | × | CHANGE | | | HELP [®] | | | | | LEA | VE | in in its second | |
|-----------------------------------|---------------------|--|--|--|---|------------------------|---|--|------------|--|---|--------------|---|--|----------------|--|------------------|--|---|---|---|--------------------------------|--|--|--|--|---|
| Customer Journey 🕏 | | 3 | 1. NOTIGE | | | | 2. LEARN | | 3. GHOOSE | 4. BUY | 5. GET STARTED | 6. SET UP | 7. OPERATE 8 | . MONITOR | 9. PAY | TO. CONFIGUR 11 MODIFY E | | 12. SUPPORT | | 1 | 13. FIX | | 14. PAUSE | | | 5. GANGEL | |
| CK STAGE | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ackstage cctivities | CHANN BROAD | | GOOGLE GENERATION OFFERING FREE BB AS T PROM | SALES - 6MTHS HE LEAD | FIBRE TO FW - TV/DIGITAL ADS | MED | DS, RADIO, PRINT DIA AND DIGITAL CHANNELS | SOCIAL MEDIA AND VIRAL MARKETING CAMPAIGNS | 2 | DER ENTRY TEAM | ORDER EN | | EXISTING CUSTOMERS = CALL CENTRE TEAMS | MOVING TEAN | | TARGETED PROMOS + ADS TO SWITCH TO FW | H. E | ING TEAM ANDLES BILLING IQUIRIES. | CHANNEL 1 ORDERS ALI HARDWA | LNEW | TIER 2 - TIER 3 TEAMS IS THE BACK OF HOUSE TECH SUPPORT TEAM. | "WE HAV DIREC TIMES | IM SUPPORT TEAM - IE CUSTOMERS THAT TELY EMAIL US AT FROM PREVIOUS IER ENGAGEMENTS." | THE PROCESS MANAGEMENT BY WE ARE HOP FUTURE STATE & ISSUES (PUBLIC DM MESSAGES TO MAN. | S NOT EASY- PING THE WILL FIX THE CISSUES VS DIFFICULT | PECCOS - MR (P THE BUSINGMEN MIN - PTA THE REPORT THE MERCONT THE TAXON THE PERCONT THE MERCONT THE TAXON THE PERCONT THE TAXON THE TAXON THE TAXON THE SECOND THE TAXON THE TAXON MENTER OF THE TAXON MENTER OF THE T | NG 201 CO PHE AV HISLAN, SAMPER STEP LOSE LOSE LOSE LOSE LOSE LOSE LOSE LOSE |
| rckstage | CAMPAIG CAPTUREI | CMS FOR SN PAGES? D SALES IN SFORCE | GOOGLE MA | RKETING | MARKETING TEAM PROCESSES AND MANAGEMENT | PF | ARKETING TEAM ROCESSES AND MANAGEMENT | MARKETING TEAM PROCESSES AND MANAGEMENT | | COMMERCE S (E-SHOP) | DUMMY ORDER FROM ESHO TRIGGERS TO O ENTRY TEAM | P - ORDER | ORDERS ARRIVE THROUGH FROM RETAIL/SALES/ ESHOP/CONTACT CENTRE | ORDER CO THROUGH ESHOP MO HOME FO | H THE OVING | REDEMPTION PROMOTION | C3 F ST | RATION TO FROM OLD FACK- BB BILLING | THERE IS NO AUTOM MANUALLY DONE BETWEEN OUTAGE INDIVIDUA CUSTOMBERS/ADDRE CONDUCTED AT TIER IDENTIFIED THEY CATHE OUTAGE MA | LINKAGE GES AND AL SSES, THIS IS 2 - WHEN ITS IN LINK IT TO | VF RAISES AN INCIDENT - ONLY THEN FIND OUT THAT AN OUTST ASS SAPPENDO, CHORUS SENDS SATA DUMP - FOR OUTAGES, TH WAS BEING TESTED (ONNER TO CANT LINK CUSTOMER TO OUTAGE, AT THEIR ADDRESS. | E COMPLA A SIT IN CALLED (THAT | RE TECHNICALLY A UNTS TEAM - WE ALL THE SAME AREA - PREMIUM SUPPORT S ALL THE TIERS + MANAGEMENT) | SOCIAL CHANNI BECOMING THE CHANNEL OF SE CUSTOMER'S EXI ARE BEING WELL | PREFERRED RIVICE WITH - AS THE PECTATIONS | THE CARECULOUPING VIS THE WALTE CONCERN THE BID STAYON OF SERGIC TOWN BE SHAPED SHOULD THE BID SHOULD SHOW THE PREST OF SERGIC TOWN BE SHOWNED TO THE PREST OF SERGIC THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE SHAPED SHOW THE PROPERTY OF THE SHAPED SHOW THE SHAPED SHAPED SHOW THE SHAPED SHAP | MOST RS- ICE III SC THIE HOW TID WER TRAVE |
| Backstage Systems | BIG ECO | MMERCE | SOCIAL CHA | | MARTECH AND ABO' THE LINE MARKETIN | | RTECH AND ABOVE LINE MARKETING | MARTECH AND ABOVE THE LINE MARKETING | SOFT | NE VIEW + SIEBEL TWARE FOR ORDERS | ONE VIEW SIEBEL SOFTWARE ORDERS | FOR | ONE VIEW + SIEBEL SOFTWARE FOR ORDERS | ONE VIEW + SOFTWAR ORDER | E FOR | SIEBEL - SWITCH TO FW | BILLING/ FROM | SIEBEL FOR PMIGRATION TO C3 OLD STACK- BB BILLING | CASE MANAGE - NOW* OR *SERVI IF RAISED -FREM REMEDY - OR *! HUB.* | CE HUB." EDY OR E- SERVICE | MECHANISM (CRM TO WRITE AN INSTRUCTION - SERVE TO THE PART PRIOR THE PART PRIOR PRICE PART OF THE PART PRIOR PRICE PART OF THE PART PART OF THE PART PART OF THE PART PART OF THE PART PART PART PART PART PART PART PART | E E | AL CHANNELS, MAIL AND ALESFORCE | MOST THIN RESOLVED BY FR UNLESS IT'S A ISSUE, (TIER 1 U | ONT LINERS BESPOKE | SIEBEL AND TPI THIRD PARTIE (LFC'S) | |
| , | \WARENESS | | | 9 | | JOIN | | | | U | SE | | • | | CHANG | GE | | | | HELP | | | | | LEAVE | | 5 |
| 1. NOTICE | | 2. LEARN | | 3. GHOOS | E 4. BU | у 5, с | GET STARTED | 6. SET UP | 7. OPERATE | в. мо | NITOR | 9. PAY | | 10. CONFIGURE | | п модіғ | | 1 | 2. SUPPORT | | 13. FIX | | - | 4. PAUSE | | 15, GANGEL | |
| | | | | · · · · · · · · · · · · · · · · · · · | | | ********** | | | ************ | | | | u-tronono-a-a- | | | | l F | | | | | | | | | ***** |
| COVER SUPER | | INTE | | DRIVERS | SUPE | R WIFI SATISFACTION | INTER | RNET DRI' | VERS SE | SUPER WIFI | | INTERNET | DRIVER GHANG | | PER WIFI | INTER | RNET | DRIVERS | | R WIFI | INTER | | DRIVERS LEAVE | | R WIFI | INTER | |
| PERFORMANCE NON GAVEN TO MY JAHON | 5ATISFACTION | PERFORMANCE | 10% | PROCESS BUILDS TRUST IN | 29% | 21% | 22% | 13% THE CON- | NECTION IS | 17% 22 | | | 4% MAKE CHANGE REQUESTED | | 29% | | 23% | HELP IS RECEIVED IN A TIMLEY MANNER | 23% | 12% | PERFORMANCE | 12% | MACLIFICATION OF THE STATE OF T | 23% | SATISFACTION | 9% | 5ATISFA |
| EPS AND WHO TE 24% | 17% | 23% | 18% | STEPS IN THE PROCESS ARE CLEAR OF I KNOW WHAT | 29% | 12% | 26% | NONETE | 1000000 | 32% 12 | % 279 | % 1 | 1% PROVIDED CONFISH | | 18% | 30% | 22% | INFORMATION GIVEN IS ACCURATE | 24% | 11% | 26% | 8% | CUSTOMER EFFOR S | 29% | 22% | 15% | 259 |

| | | | | | | | | | | E | | | | | [| | | | | | *************************************** | | | | 1 | | | | |
|--|---|---------------------|------------------|--------------|---|-------------|--------------|-------------|--------------|--|-------------|--------------|-------------|--------------|--|-------------|--------------|-------------|--------------|--|---|--------------|-------------|--------------|---|-------------|--------------|-------------|--------------|
| DRIVERS | Water Control of the | | DRIVERS | | | INTERNET | | DRIVERS | SUPE | R WIFI | INTE | RNET | DRIVERS | SUPE | R WIFI | INTE | RNET | DRIVERS | SUPER WIFI | | INTERNET | | DRIVERS | SUPE | R WIFI | INTER | ₹NET | | |
| DISCOVER | PERFORMANGE | SATISFACTION | PERFORMANGE | SATISFACTION | JOIN | PERFORMANCE | SATISFACTION | PERFORMANCE | SATISFACTION | THE CONNECTION IS | PERFORMANGE | SATISFACTION | PERFORMANCE | SATISFACTION | CHANGE | PERFORMANCE | SATISFACTION | PERFORMANGE | SATISFACTION | HELP | PERFORMANGE | SATISFACTION | PERFORMANGE | SATISFACTION | LEAVE | PERFORMANCE | SATISFACTION | PERFORMANCE | SATISFACTION |
| MEDRIATION GIVEN TO ME IS RELEVANT TO MY SITUATION | 27% | 22% | 25% | 10% | PROCESS BLALDS TRUST IN VODAFONE | 29% | 21% | 22% | 13% | RELIABLE AND LAM NOTIFIED OF DISHUPTIONS AMEAD OF TIME | 17% | 22% | 27% | 34% | MAKE CHANGES REQUESTED | 38% | 29% | 30% | 23% | HELP IS RECEIVED IN A TIMLEY MANNER | 23% | 12% | 22% | 12% | MILLER VI IL LICENTIMENTO AND EXPLICATIONS DAY DUST CHIEF CHIEF VINTANCES | 23% | 25% | 9% | 16% |
| NEXT STEPS AND WHO TEL TALK TO IS CLEAR | 24% | 17% | 23% | 18% | STEPS IN THE PROCESS ARE CLEAR OF FRANCE WHAT THE TIET TO | 29% | 12% | 26% | 14% | NO NEED TO INTERACT WITH VICOATONE MORE THAN WANTED | 32% | 12% | 27% | 11% | PROVIDED CONFIRMATION OF CHANGES MADE | 37% | 18% | 30% | 22% | INFORMATION GIVEN IS ACCURATE | 24% | 11% | 26% | 8% | CUSTOMER INFORMS MINIMAL | 29% | 22% | 15% | 25% |
| GREN ACCURATE INFORMATION AND CAN COMPARE PLANS | 26% | 16% | 24% | 22% | AGENTS ARE RESPONSIVE, KNOWLEDGABLE AND COURTEGUS | 34% | 11% | 33% | 14% | EASY TO MONTOR MULTIPLE ACCOUNTS | 18% | 11% | 27% | 3% | UNDERSTAND HOW BELL IS CHARGED, AND HOW TO AVOID BILL SHOCK IN FUTURE | 28% | 17% | 24% | 15% | WIDEMONSTRATES THEY TAKE OWNERSHIP OF THE SITUATION | 21% | 11% | 22% | 12% | FEEL CONFIDENT THAT THE PROCESS IS ACQUIRATE. | 26% | 20% | 9% | 14% |
| AGENTS ARE HNOWEDGABLE AND CURTEOUS | 30% | 15% | 30% | 9% | CAN COMPLETE APPLICATIONS QUICKLY | 32% | 10% | 23% | 11% | HELP RESIDENCE DAY EXHIBITY DAYS AND PRODUCT TO SERVICE OF THE SER | 17% | 9% | 27% | 4% | ABLE TO MAKE DIANGES TO WAY OF PAYING | 33% | 13% | 23% | 16% | EASY AND CONVENIENT TO QUESTION CHARGES ON THE ACCOUNT | 23% | 9% | 19% | 9% | RECTIVE HELP TO ADJUSTMENT OF ACCOUNTS TO AVOID ISSUES | 29% | 12% | 12% | 13% |
| CANQUAGE USED IS CLEAR AND UNDERSTANDABLE | 24% | 15% | 23% | 21% | THE INFORMATION SUPPLIED IS ACCURATE | 34% | 10% | 29% | 8% | PAYMENT IS DONE WITH MINISTAL IFFORT | 43% | 9% | 27% | 2% | EAN CONFIGURE PRODUCT IN A WAY THAT MEETS NEEDS: NETWORK ECHTROLS FOR CHILDREN | 31% | 12% | 22% | 10% | WI REASSURES THAT THE EGUE IS RESOLVED | 24% | 9% | 21% | 8% | RECEIVE CLEAR CONSISSANTION THAT THE CUSTOMER CAN KEEP | 26% | 11% | 15% | 24% |
| FCAN CHOOSE WHAT MATTERS MOST - COST, DATA AND FEATURE | 31% | 15% | 24% | 20% | KEY POINTS OF CONTACT IS CLEAR | 26% | 9% | 21% | 8% | COMMS ARE RECEIVED FROM VF ARE CLEAR AVID ENGAGING | 18% | 7% | 27% | 13% | ST CONCENTION TON NECESSARY BOCKMATTON AND SO SEET AND HOS BROTHMATTON ALEMANY WOMEN'S WOMEN'S | 34% | 11% | 22% | 14% | WE PROCESSES BUILD DRUST AND CONFIDENCE | 22% | 8% | 22% | 10% | ABLE TO WHAT IS NEEDED BY PREFERRED CHANNEL | 29% | 9% | 15% | 9% |
| | | | | | CAN SETUP FEATURES IN A WAY THAT IS INTUITIVE | 23% | 8% | 19% | 9% | RECEIVE CLEAR CONFRAMATION OF ANY CHANGES MADE TO ACCOUNTS | 24% | 6% | 27% | 6% | | | | | | THE SERVICE WORKS AGAIN IN A TIMELY MANNER | 27% | 8% | 22% | 8% | | | | | |
| | | | | | W FORMS ARE INTUITIVE | 22% | 7% | 19% | 8% | ABLE TO MONITOR ACCOUNTS ON PREPERRED DIANNEL AT A TIME THAT WORKS | 24% | 5% | 27% | 6% | | | | | | CUSTOMER KNOWS WHAT | 23% | 8% | 23% | 6% | | | | | |
| DAT | A CHAR | TC > | | | A NEED TO SUPPLY ENFORMATION THAT IS SUPPLIED PREMOUSLY | 26% | 6% | 24% | 8% | FIND EVFORMATION IN PREFERRED CHANNEL AT A TRUE THAT WORKS | 18% | 5% | 16% | 4% | | | | | | CUSTOMES KNOWS WHO TO TALK TO | 19% | 7% | 19% | 9% | | | | | |
| | А СПАК | | | | CAN COMPLETE THE JUMPING PROCESS IN DWN TIME AND IN PREFERRED CHANNEL | 27% | 6% | 24% | 7% | CAN SET ALBETS WHEN SPECIFIC THINGS HAPPEN | 15% | 5% | 13% | 4% | | | | | | VA LANGUAGE IS UNDERSTANDABLE AND CLEAR | 23% | 7% | 24% | 6% | | | | | |
| 2022 Vodafo | ne New Zealand | l Journey Pulse Int | ernal Survey (N= | 2081) | | | | | | CAN TRACK THINGS WITH MINISPAL EFFORT | 19% | 4% | 18% | 4% | | | | | | UNINTERRUPTED SERVICE ACCESS TO VF NETWORK | 23% | 5% | 25% | 4% | | | | | |
| SuperWifi: n Fixed Voice: Broadband: | n = 367 | | | | | | | | | RECEIVE ASSISTANCE SETTING UP SPECIFIC THINGS TO MONITCH | 15% | 4% | 14% | 8% | | | | | | NO CHARGE FOR BESTORING A DEVICE | 39% | 4% | 38% | 5% | | | | | |
| Fibre: n = 45 HFC: n = 29 | | | | | | | | | | 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | no data | no data | no data | no data | | | | | | | | | | | | | | | |

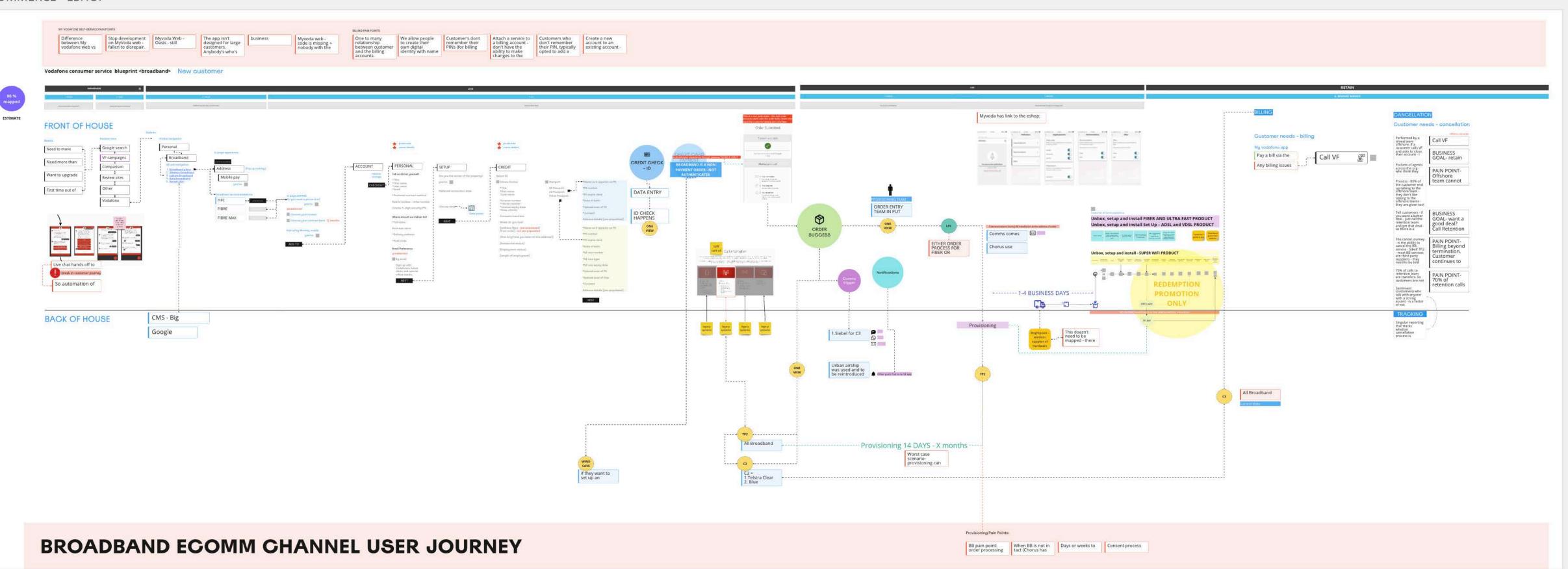
BOARD NAVIGATION

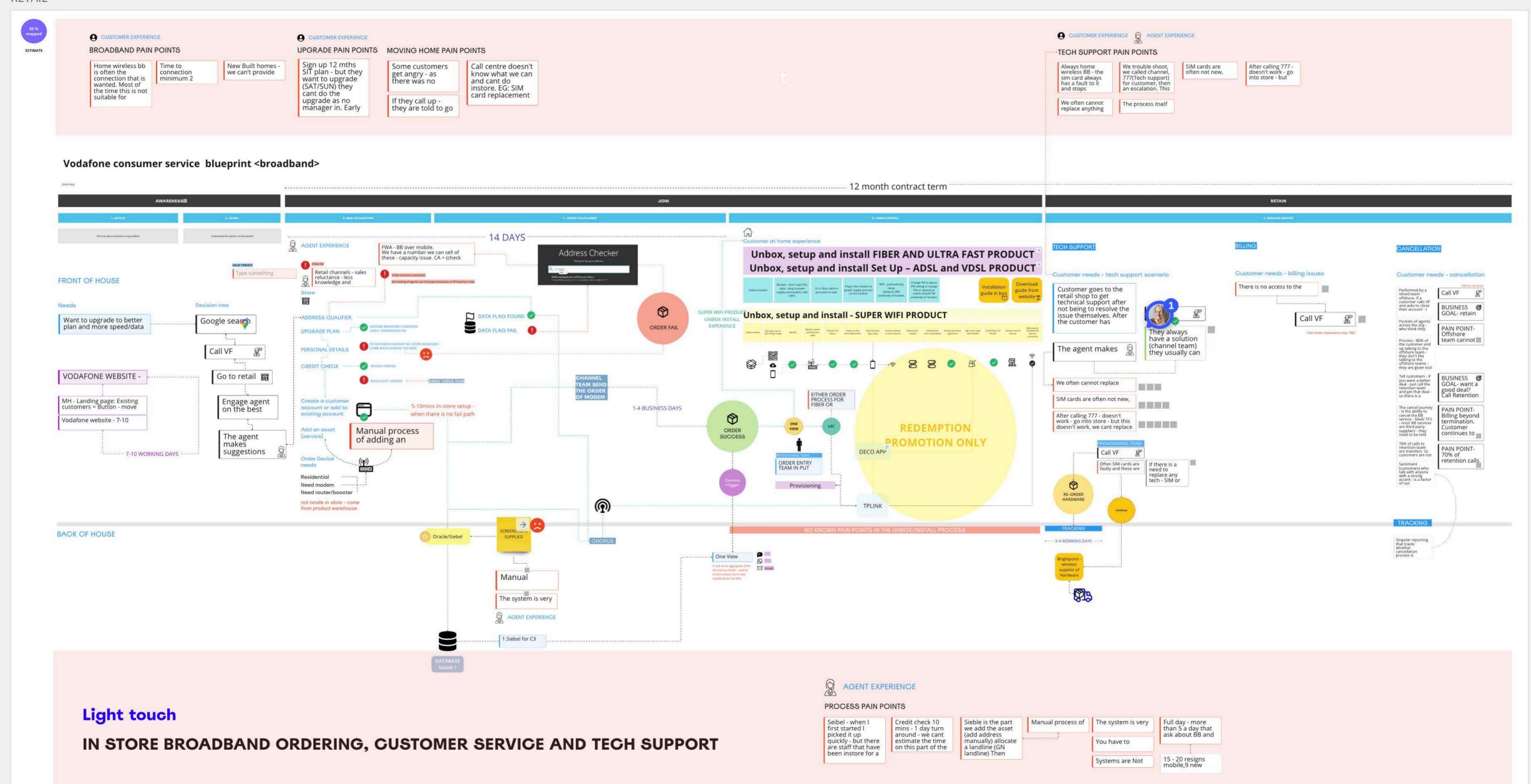
PROJECT OVERVIEW PROJECT ACTIVITIES RESEARCH AND PREP **DESK RESEARCH** > RESEARCH PREP \rightarrow STAKEHOLDER QUAL > CONSUMER FINDINGS > SERVICE DESIGN > **EPISODES - OVERVIEW ESHOP CUSTOMER EXPERIENCE MAP RETAIL CUSTOMER EXPERIENCE MAP** FRONT OF HOUSE **CALL CENTRE CUSTOMER EXPERIENCE MAP** COMMS EXPERIENCE MAP - NEW ORDER + MOVING HOME (HFC PRODUCT EXAMPLE) PROVISIONING, BACK OF HOUSE SYSTEMS MAPPED - TECH STACK GRID ORDER BY CHANNEL + PROVISIONING

ACTIVITIES



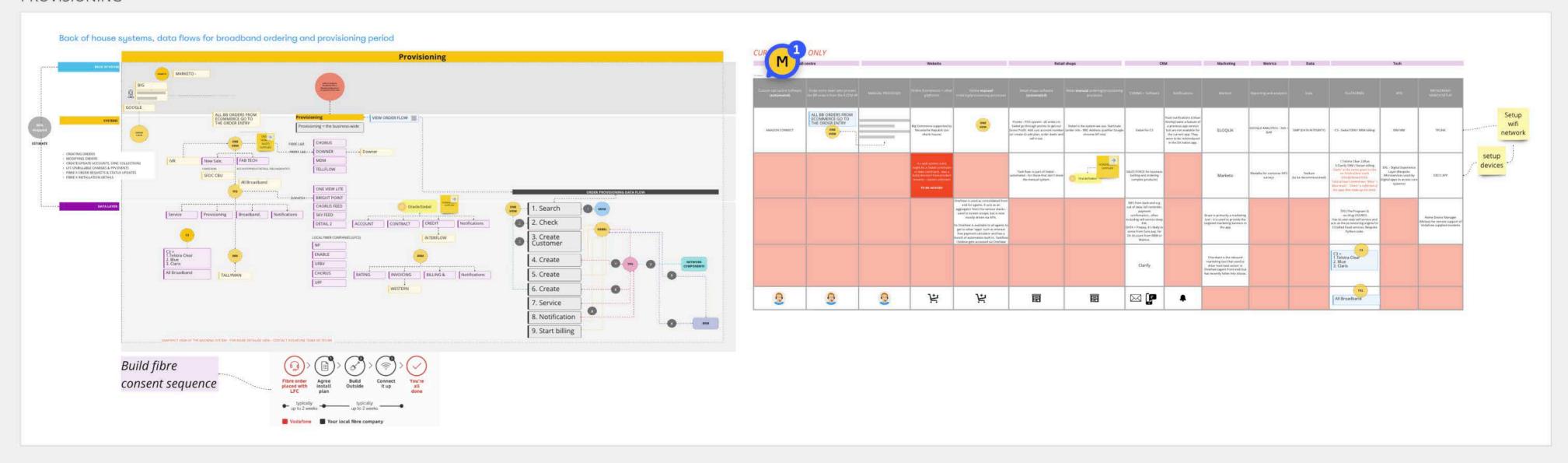






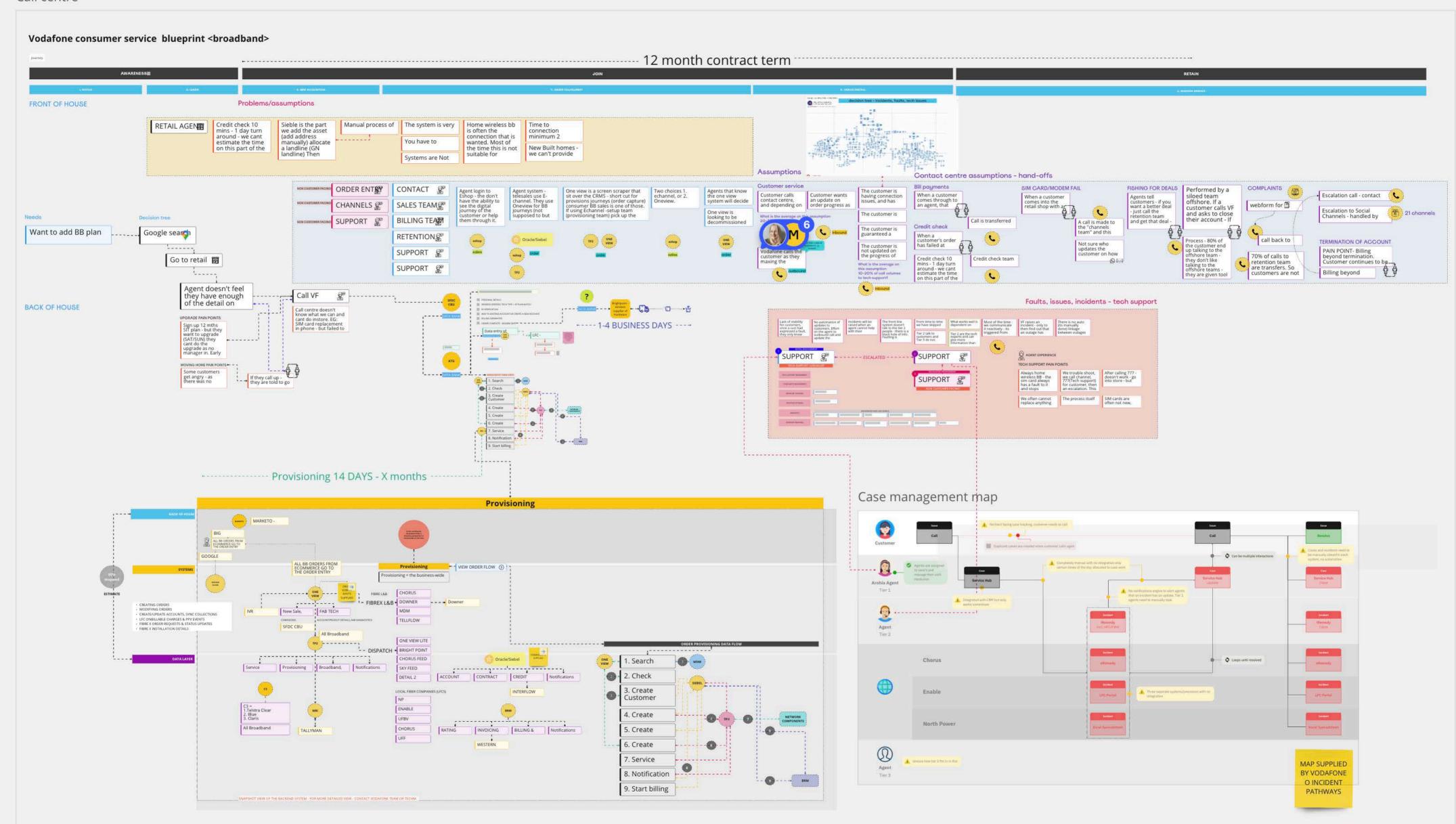
PROVISIONING /BACK OF HOUSE

PROVISIONING

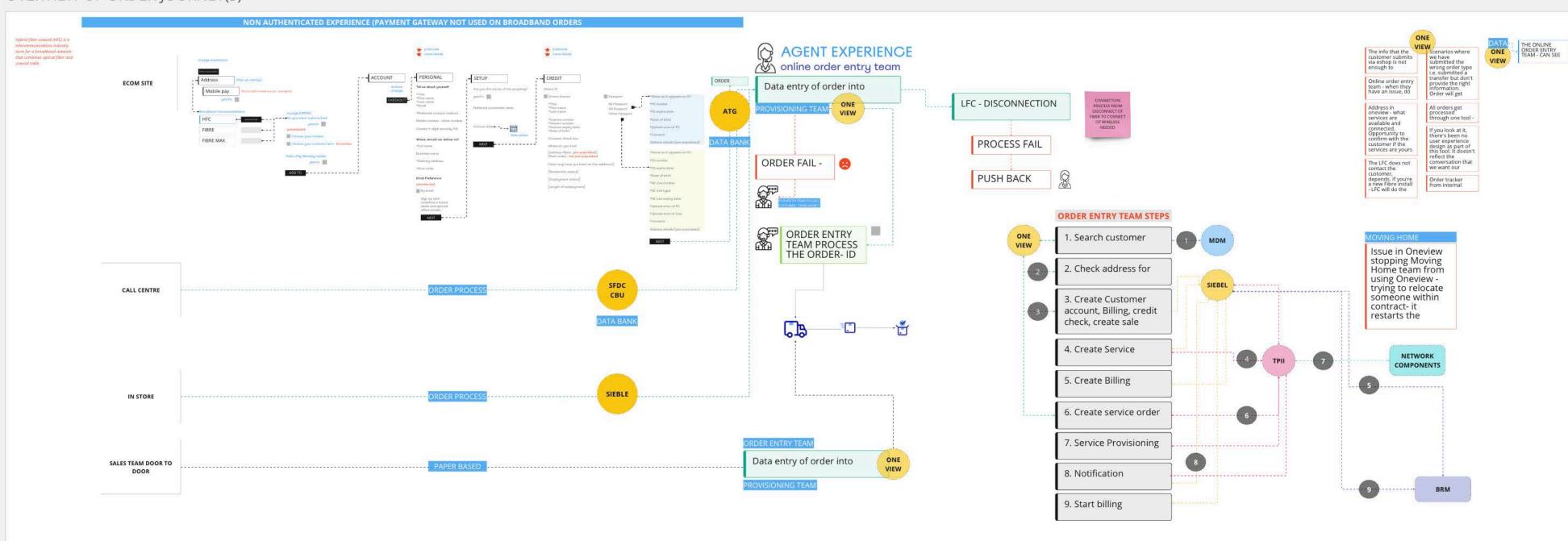


BROADBAND CALL CENTRE CHANNEL - USER JOURNEY

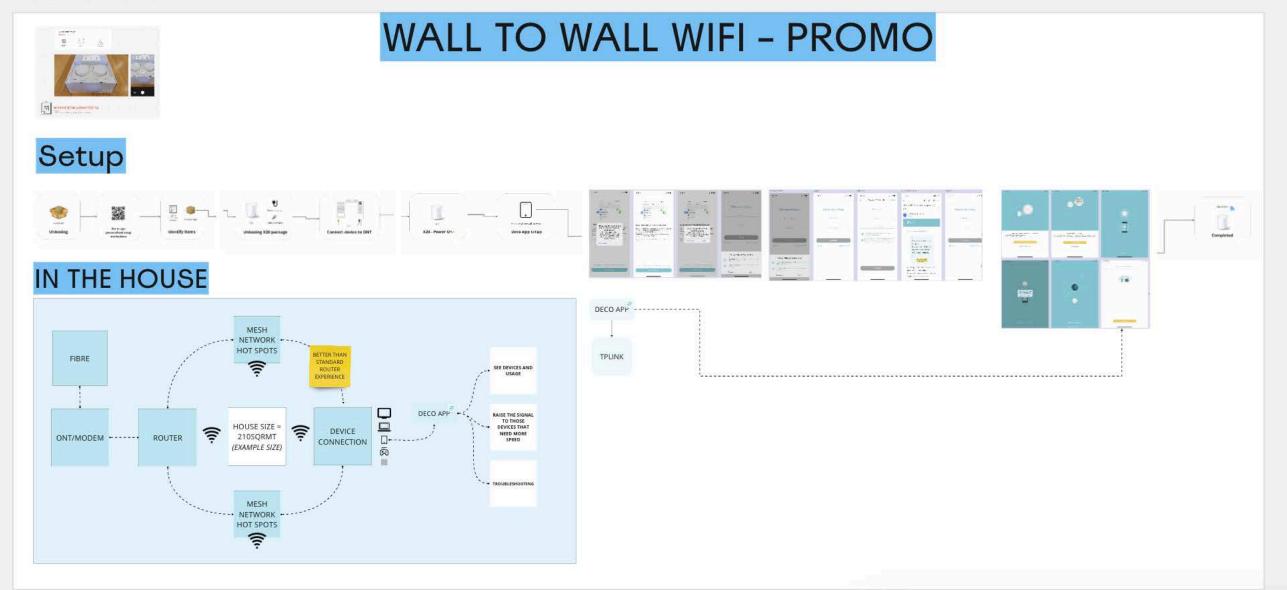
Call centre

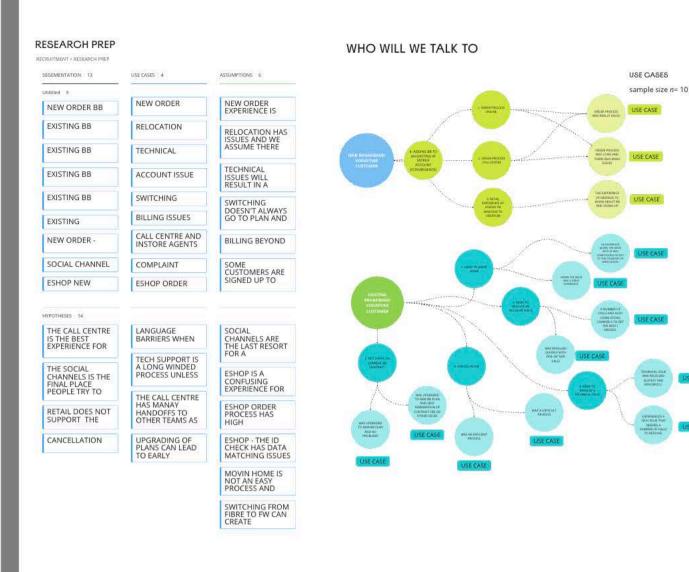


OVERVIEW OF ORDER JOURNEY(S)



Fibre - wall to wall wifi

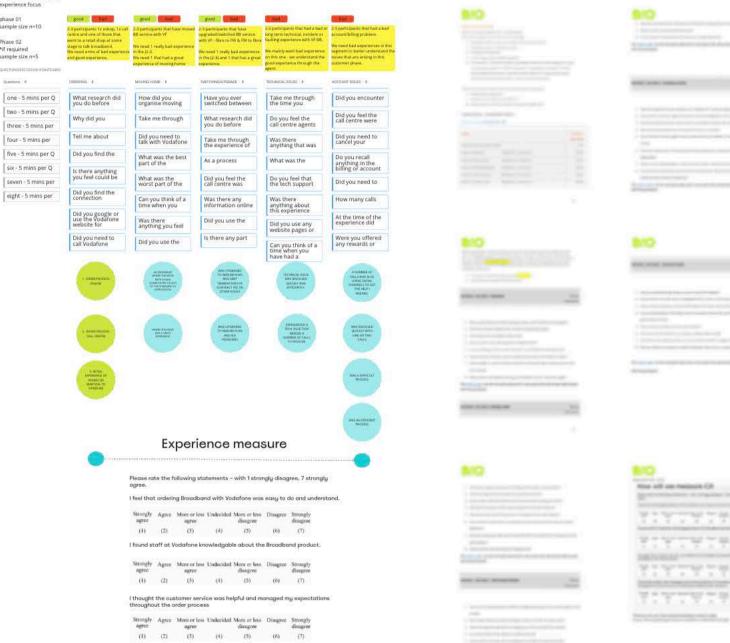




WHAT WE WILL ASK 5- 10 MINUTES PER Q

 Strongly agree
 Agree | More or less Undecided More or less disagree
 Disagree Strongly disagree
 Strongly disagree

 (1)
 (2)
 (3)
 (4)
 (5)
 (6)
 (7)



QUESTIONNAIRE

How will we synth the QUAL?

| ** | | Mong Sees | | methodologies. | | Assessed | | 1905/008.5666 | |
|---------------------------------------|-----------------|--|---------------------|--|-----------------|--|-----------------|---|----------------|
| 4 - 4 | Associated 4 | NAV. A | Rantisper (III - A | N-St 8 | Aurenamin a | Tanks - B | PRINCIPLE A | 26.00 (6. | Applicat a |
| What research did | Type complising | How did you organise moving | Type someting | Have you ever switched between | Type comortning | Have you | Type something | Take me through the time you | Type simething |
| | Type remething | South Control of the | Type consetting | The second secon | Typic something | Did you feel the | Type semething | V1.0.000.50000 | Type sumething |
| Why did you | Type comething | Take me through | Type semietrum | What research did you do before | Type something: | call centre were | Type something | Do you feel the call centre agents | Type cumething |
| Tell me about | Type simodury | Did you need to talk with Vodafone | Typi samulting | Take me through the experience of | Type sametrary | Did you need to cancel your | Type something | Was there anything that was | Type immetting |
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| s there anything | Type something. | part of the | Type shmilling | As a process | Type sametrem | Do you recall anything in the billing or account | Type sumuthing | What was the | Type something |
| ou feel could be | Type samething | What was the worst part of the | Тури холициоц | Did you feel the call centre was | Type something | Did you need to | Type something | Do you feel that the tech support | Type sumerhing |
| Did you find the connection | Type compthing | Can you think of a time when you | Турр соптатуу | Was there any information online | Type something | How many calls | Type something | Was there anything about | Type simething |
| Did you google or use the Vodafone | | Was there | | Did you use the | | At the time of the | | this experience | |
| website for | | anything you feet | | Did you use the | | experience did | | Did you use any website pages or | |
| Old you need to | | Did you use the | | is there any part | | Were you offered any rewards or | | | |
| are you and file | | CONTRACT OF THE PARTY OF THE PA | | | | any rewards or | | Can you think of a time when you have had a | |

Customer Qual n=10

| Saffron Bunkep (47, F) 29th July, 1 I am NOST | Nutwender Singh (ZB, M) Ohst August, 1 Jury NZST | Ammer Sweet (37, 3) 62nd Augum, 11een NZSF | Glid August, Ham NZST | Rete Schman (12 M) 04th August, Mark M257 | Setsastion Hook (24 M) (68th August 11 am NZST |
|--|--|---|--|--|---|
| Scinuarias covernell Contracted in in regards to broadband billing sciaus; - Called our call coentre for technical square Changed your connection from Ebreto whether broadband. | Scenarios covered: - Ordered a broadband connection over the phone Alloyed harve and kept your Vouldnore broadband connection - Called serval connection | Semanos control Mines horm with kept your Voldstone broadbase connection - Upgrated your broadbane pina. Contend a translate and connection ceitine using Voldstone is welcote. | Seabarbir covered. Called our call centre for excitation insists these had a bad experience with the above had a required to your brookfoard coveraction. | Scenarios covered: Caled per call centre for technical tesses and tesses an | Scenarios covered. Caled sur call cercins for technical insues. How had a bad expensions with Woodshe in regards to your broadband coresection. Let out the media. |
| Antonia Vertrappen (22. F) 29Th) Mr. Junn (257 20Th) Mr. Junn (257 Contains towers). Contacted us in regards to breadbasis foling risses. Changed pour commendon from these to whose broadbases. Ordered a broadbase consistent orders and production y washin traffic unanners. | Cardhone Verma (Dk. E) Oli si Aquit. Jam N2T Exension course - Ordered a broadque conferenti cystee - Ordered a broadque - Ordered a broadque - Cardhone conference - Cardhone conference - Cardhone conference - Ordered c | Naryian Raddou (St. M) 2010 August, Jann 2011 Services and Services - Are paintning Breakand youngs touse will your address - Cated our call center for between muse Ordered I break and of contraction evalua- use (Seld-Book) which is | | Michaela Reerdon (24, E) 66th August, John N257 66th August, John N257 Comunic convenient for latticeal related our call centre for latticeal related. Moved forms and begs poor forcelane throads and ceremonic on LUE Inspections | |

METHOD

Method used to define call outs and findings in Qual research

Affinity Clustering is a graphic technique for sorting items according to similarity.

Patterns are revealed when items are sorted based on perceived similarity, defining commonalities that are inherent but not necessarily obvious. In this way you are able to draw insights and new ideas out of otherwise disparate pieces of information. Discerning patterns among data (or any multitude of items) is also a useful way of taming complexity. As professor Herb Simon said, "Most of the complex structures found in the world are enormously redundant, and we can use this redundancy to simplify their description."

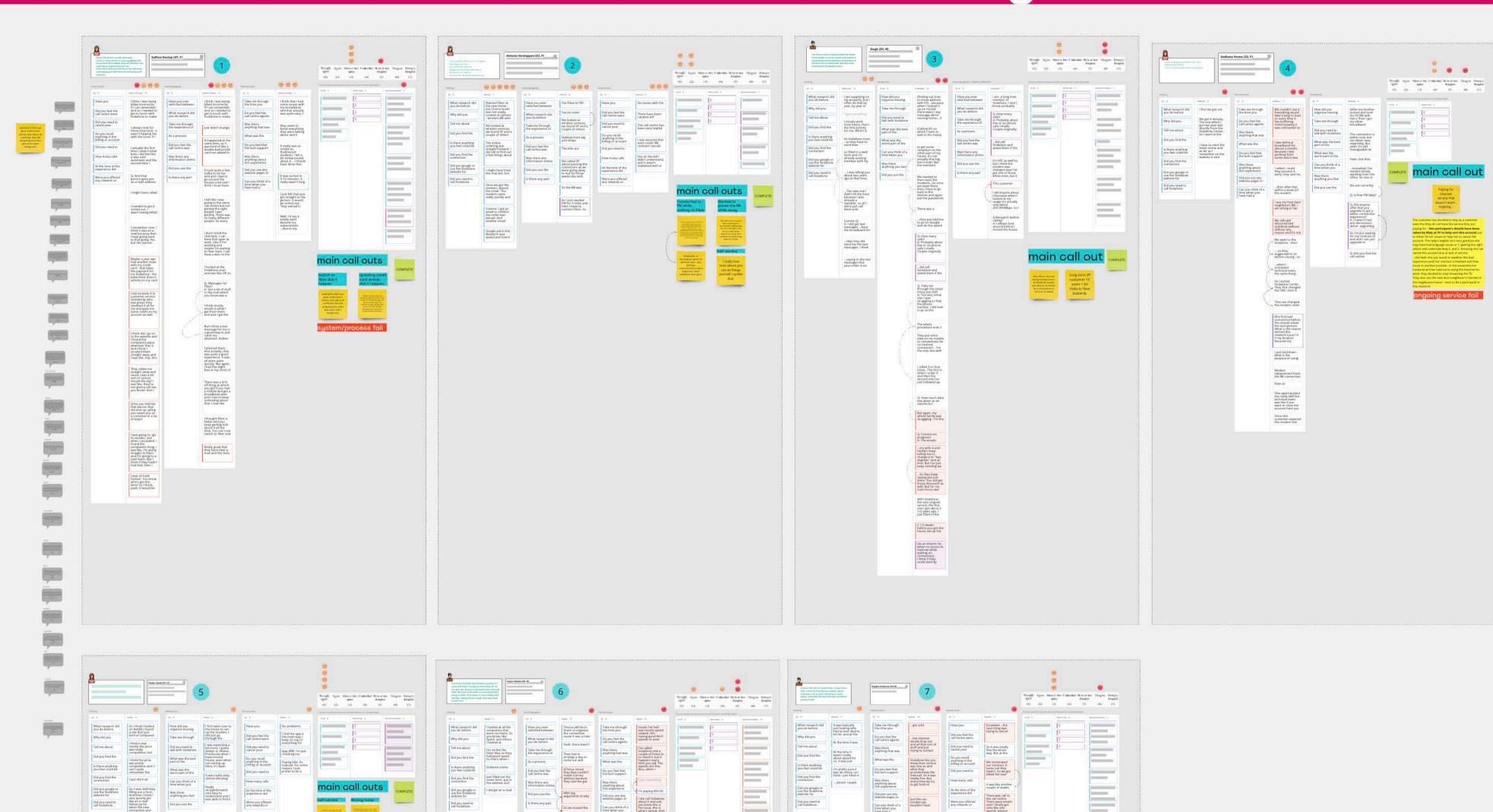
Benefits:

- · Helps you identify issues and insights
- · Reveals thematic patterns
- Facilitates productive discussion
- · Builds a shared understanding

Reference

 $Share\ and\ engage\ with\ the\ Design\ Sprint\ Community.\ (n.d.).\ Design\ sprint\ kit.\ with google.com. \\ https://design\ sprint\ kit.\ with google.\ com/methodology/phase1-understand/affinity-clustering$

Please be careful - do not delete or alter any Qual or the models



Agencies and recognition of the control of the cont