

USER JOURNEY MAP

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| JUMPING JAMIE Scenario Jamie needs to switch her current mobile plan, She wants a plan that can save her money without having to Sacrifice usage limits. | EXPECTATIONS *Clear online information *Ability to compare plan breakdowns *friendly and helpful customer support | | |
| DEFINE 1.Review current plan 2.Define parameters for new plan | COMPARE 3.Watches commercial on TV 4. Researches companies and Offers on consumer reports Website 5. Uses current carrier website Tool to compare options | NEGOTIATE 6.Calls current Carrier to tell them she is around 7.Calls compelitors to see what they can offer | SELECT 8.Decides on a new plan and calls customer service to switch service |

OPPORTUNITIES

- *Compare alternate companys offers for her
- *Breakdown current plan into \$ amounts
- *Custmer support via text messaging /chat

INTERNAL OWNERSHIP + METRICS

- *Custmer support team : reduce average call time to 2minutes
- *Web team :add functionality to allow Jamie to compare places within our site
- *Marketing team : track compacting Offers so creat compelitor data base