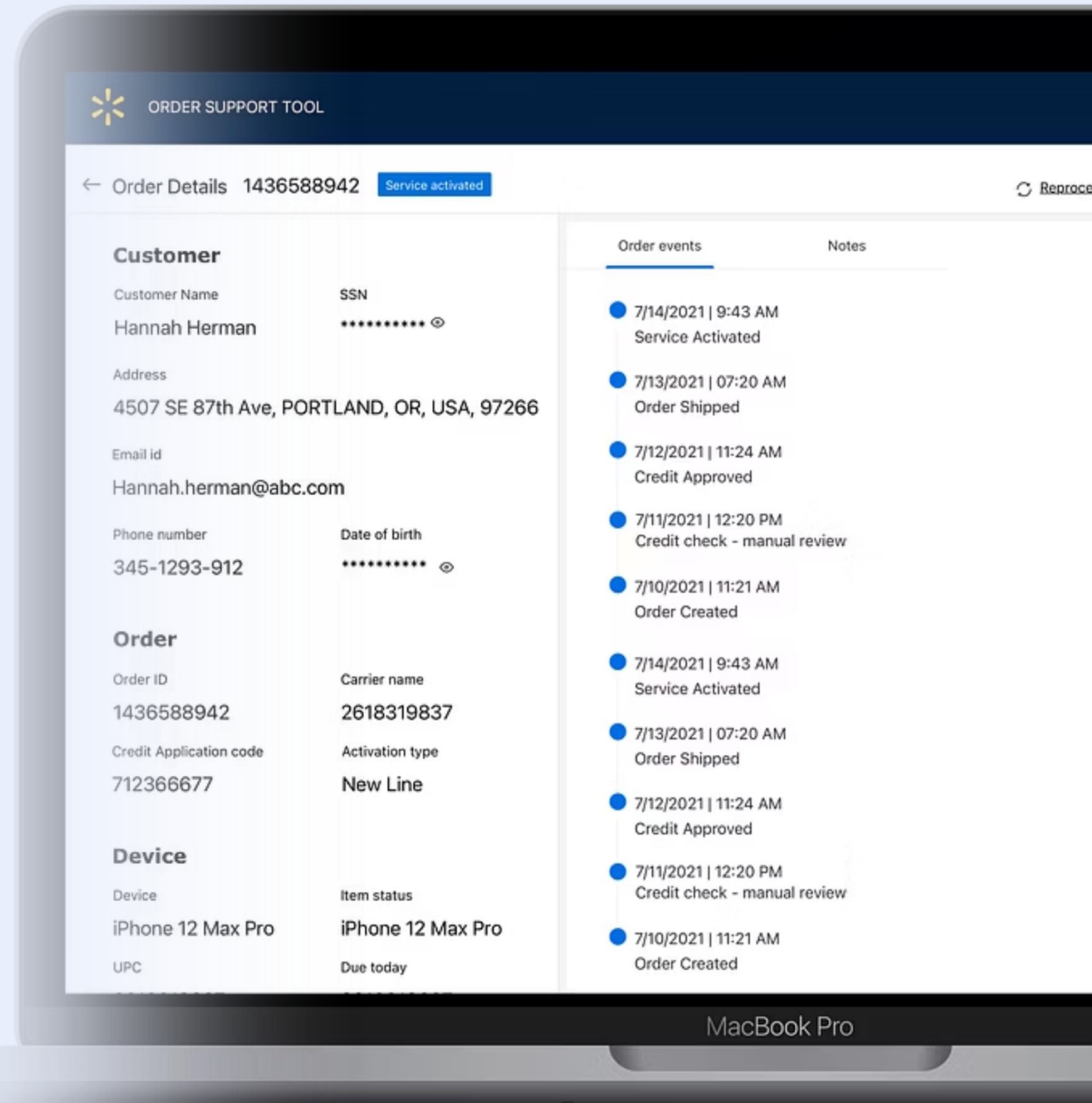


Walmart Wireless Order Support Tool

Streamlining T-Mobile Order Support

T-Mobile's Walmart launch required creating a dedicated Order Support Tool to address inadequate systems and simplify the complex order lifecycle. Our cross-functional team built a unified solution that consolidates information, enables system-based authentication, and restructures data for improved efficiency.

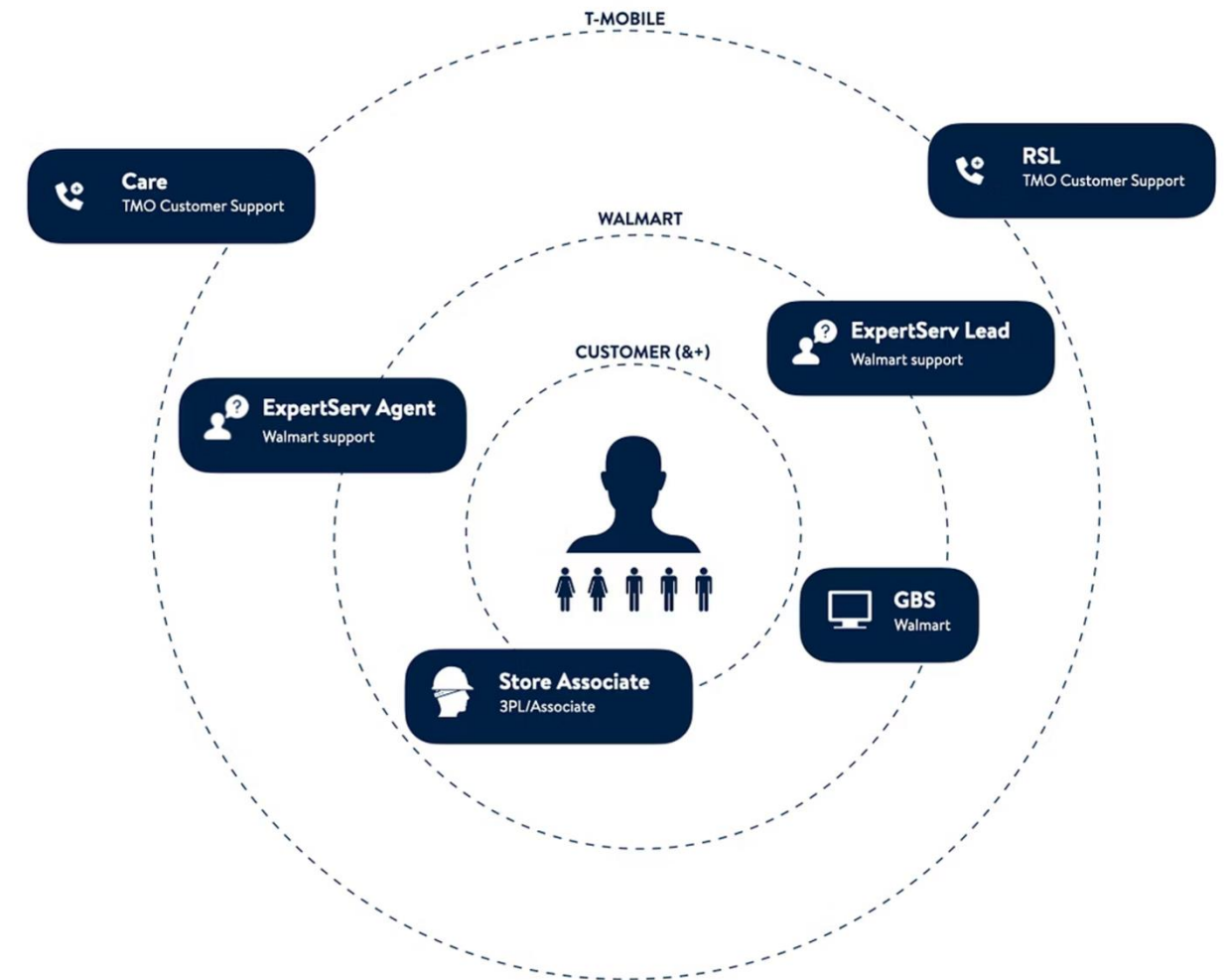
Our 12-person team delivered this solution between April-August 2021, setting the foundation for T-Mobile and Metro by T-Mobile's successful Walmart expansion.



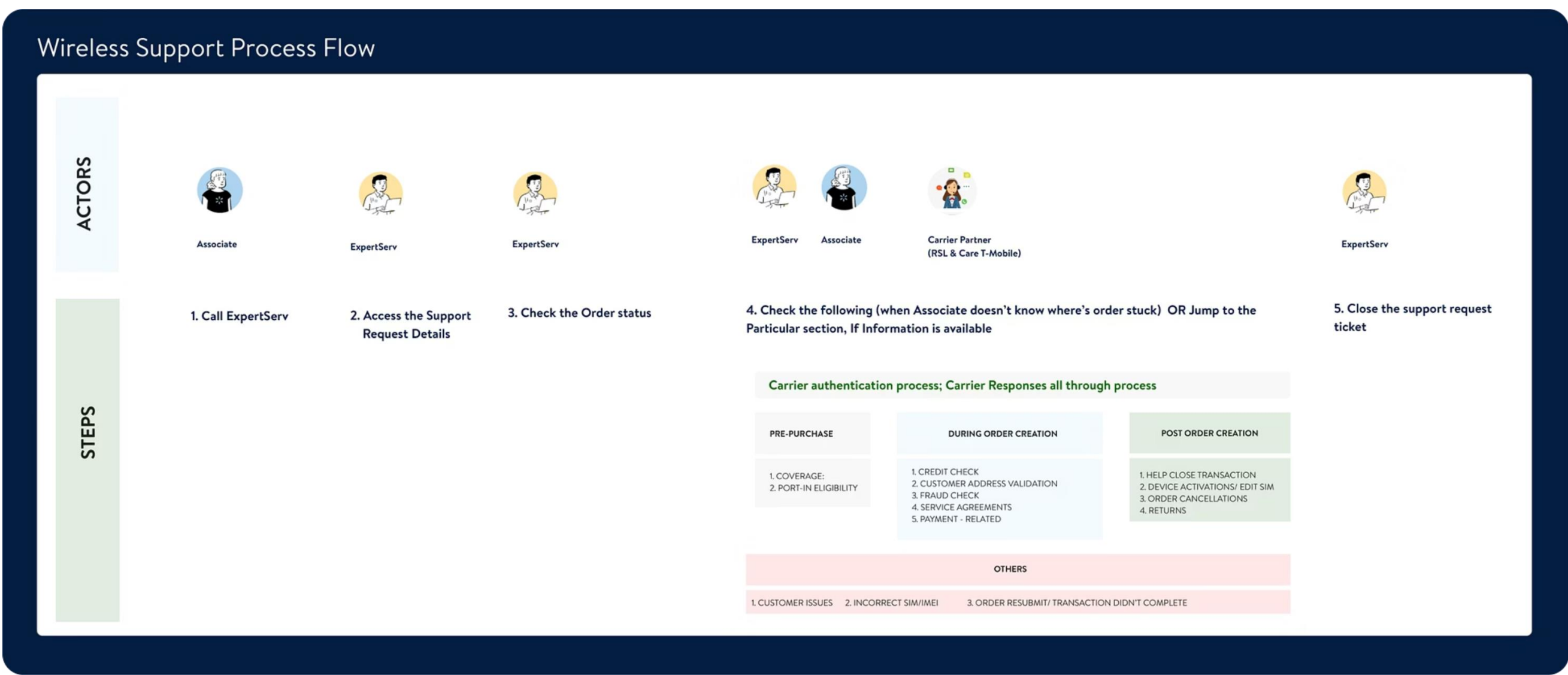
Navigating the Wireless Landscape

The wireless industry presents unique challenges with its diverse services, pricing structures, and features—creating confusion for both stakeholders and customers.

This ecosystem visualization clarifies stakeholder needs and operational barriers. Reading from the innermost to outermost circle provides an outside-in view of the T-Mobile customer support experience, highlighting how complexity impacts each layer of service delivery.



Wireless Support Journey



Collaboration Catalyst

The process flow diagram encouraged cross-functional alignment by providing a shared view of the existing support process.

Solution Blueprint

It guided ideation sessions for optimized solutions by visualizing pain points and opportunities.

Decision Framework

Offered a comprehensive view for informed decision-making across the wireless support ecosystem.

Challenges on the Field

"Waiting for ExpertServ to resolve simple queries takes too much time, frustrating both us and the customers."

Current Operations done on old support tool + COSMO DB

Dashboard

Actions: Click & enter one section

- Carriers/ New Orders
- Check Eligibility - **frequently used**
- Reservation Lookup
- Find Previous orders - **frequently used**
- Process a return
- Incomplete orders - **frequently used**
- Inventory management
- Tools - **frequently used**
- Reports - **frequently used**

DB: Incomplete orders

Actions: Click on one line item

- List of the incomplete orders along with the customers' name, order number, Type of order, carrier name

DB: Customer Information

Actions: Cancel order; Support order;

- Account Holder name
- Authorised user name

DB: Order Support

Actions: Check Logs or Events

Order Summary

Actions: Call

- Order number

Feedback

Actions: Answer questions and Share

- Questions
- Ratings

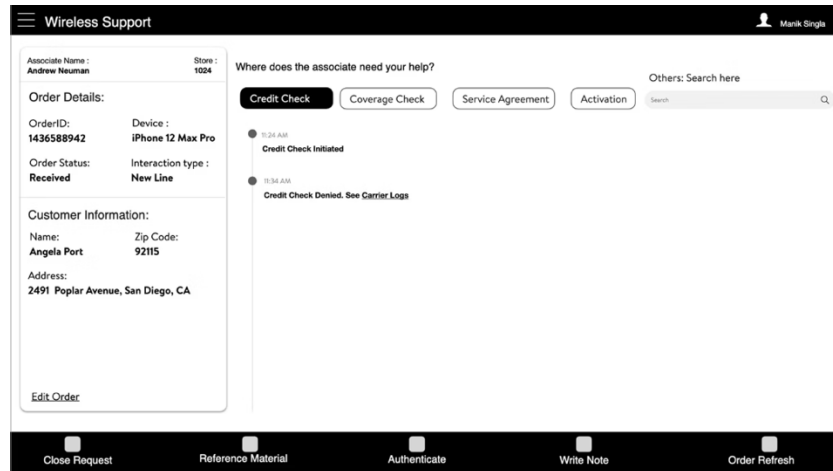
Issues Identified for Support Calls & Incomplete Orders

ExpertServ Call Reasons	
Row Labels	Count of Call Driver
Call Driver : Upgrade Eligi	3
Call driver: Address Issue	7
Call Driver: Already Active	1
Call Driver: Analyst Review	308
Call driver: Cancel Current/Place New Order	13
Call Driver: Credit Decision	153
Call driver: Down Payment Issue	1
Call driver: Failed Before Contact	1
Call driver: Fraud Review	3
Call driver: Fraud Review	1
Call driver: General Information	2
Call driver: Inventory Management Issue	1
Call driver: New Line Activation	5
Call driver: Past Due Balance	19
Call Driver: Porting Issue	2
Call driver: Resubmit	2
Call driver: Upgrade Eligibility	1
Call driver: Upgrade Eligibility	14
Call driver: Waiver-Deposit	2
Call driver: WARP System Issue	2
Call Driver: Zip Code Issue	1
Call Driver:Existing Mobile	1
Grand Total	543

Order Fallout Reasons		
Row Labels	Count of Error	% of Error
Amount financed for a installment device must be greater than \$75	1143	47.49%
IMEI and SIM is Invalid	373	15.50%
BYOD Error	233	9.68%
IMEI is Invalid	126	5.23%
SIM is Invalid	109	4.53%
Problem parsing BILLING address	90	3.74%
CIS code '30001172' and description 'Invalid PIN	47	1.95%
Transaction could not be completed. Please call NSS	41	1.70%
Credit Check failed with code '1	30	1.25%
Unable to retrieve installment agreement document due to a system error received during Inquire Subscriber Billing Agreement	29	1.20%
No coverage in the CDMA Network for the zip code provided	26	1.08%
Upgrade cannot be completed for an inactive account	21	0.87%
Error 100 - XML validation error	21	0.87%
Resubmit limit exceeded for Sprint/Nextel Credit Check step in Real-Time workflow	19	0.79%
There are no free resources available in target npa-nxx	18	0.75%
Verify SSN	15	0.62%
Tax disposition validation failed with error: ERROR_CODE[1017] ERROR_SUB_NAME[DEFAULT] ERROR_MESG	12	0.50%
Submission to the BizTalk system for the activation of devices failed	9	0.37%
Plan is not eligible: You are not eligible due to trial offer	7	0.29%
Order update	6	0.25%
Plan is not eligible: Your device purchase method is not qualified to select this soc	6	0.25%
Rate Plan used during service activation is not recognized	6	0.25%
Error 1037 - To proceed further, XP SOC[TMONTWK] should be removed in the request	5	0.21%
Error 115 - An activation request is already being processed for this order	3	0.12%
Plans eligibility check for device-sale-type failed due to backend error	3	0.12%
Subscriber has a future dated price plan and no operations allowed till the future dated price plan is expired	2	0.08%
Customer currently has an open tentative ban	2	0.08%
Unable to retrieve installment agreement document due to a system error received during CreateLoanContract	2	0.08%
Unable to retrieve customer's EASY PAY eligibility due to a unknown error code received during Check Loan Eligibility	1	0.04%
order information was not found for a credit approved order	1	0.04%
Loan document already exists for the transaction or loan number	1	0.04%
Grand Total	2407	100.00%

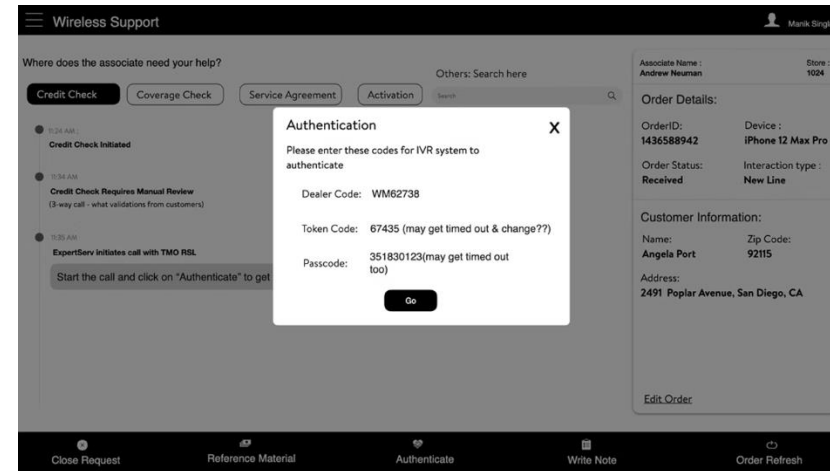
- 1
- Heavy ExpertServ reliance causing significant service delays
- 2
- Inefficient navigation across multiple systems including COSMOS
- 3
- Ambiguous updates from inconsistent custom note formats
- 4
- Process complications from carrier-specific differences
- 5
- Negative experience impacts for both associates and customers

Transforming Ideas into Realities



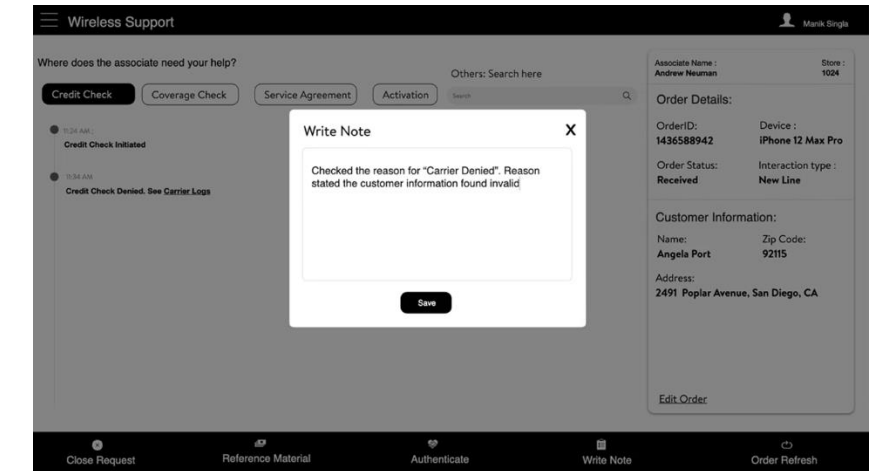
Clear Order Hierarchy

Established consistent nomenclature and information architecture to reduce confusion and streamline communication.



System-Level Improvements

Implemented technical enhancements to boost processing speed and reduce manual interventions.



Consolidated Troubleshooting

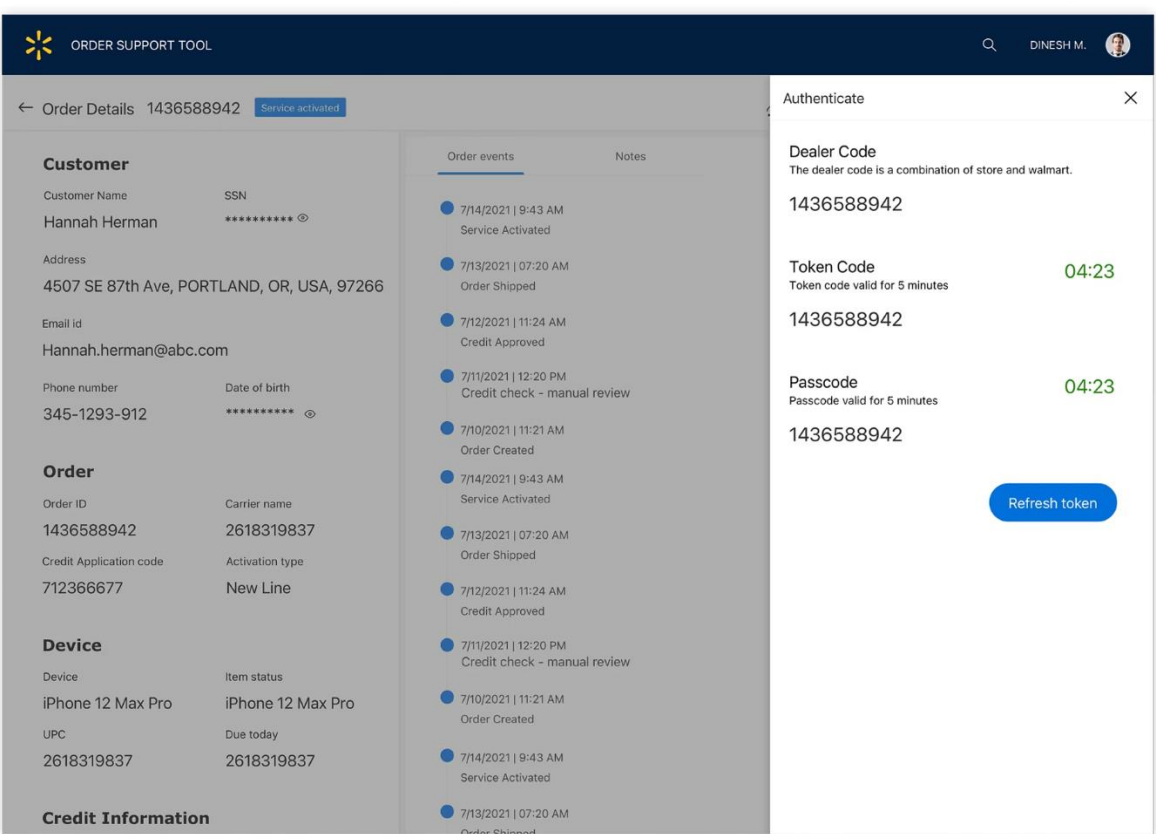
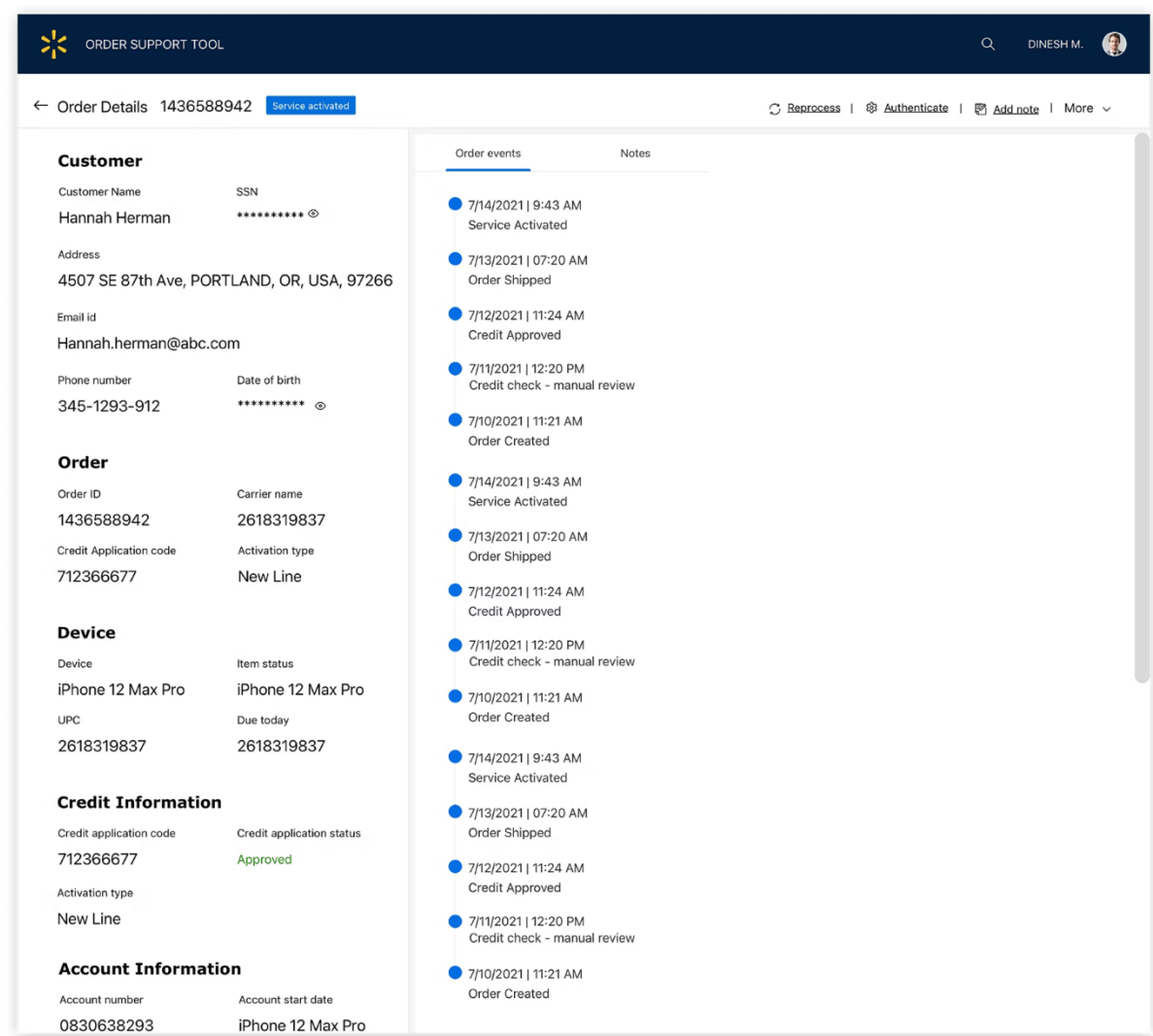
Created a unified tool bringing together previously scattered resources and information.

Developed iterative wireframes with PM and business operations, continuously refining based on user feedback to ensure order details were upfront and authentication options were system-based.

Delivering Functional Designs

- Sticky Order Status Panel & Token authentication

Persistent order status visibility regardless of page navigation, providing continuous context. System level Authentication for Organization level



Delivering Functional Designs

The image displays two side-by-side 'Add note' dialog boxes, each with a close button (X) in the top right corner.

Left Dialog Box:

- Call Driver:** A dropdown menu with 'Value' selected.
- Options List:** A scrollable list of call drivers: 'Add Insurance/Warranty to Order', 'Address issue', 'Already active', 'Cancel current/place new order', 'Change rate plan or features', 'Credit decision', and 'Perform return/reversal'.
- Save Button:** A grey rounded button labeled 'Save'.

Right Dialog Box:

- Call Driver:** A dropdown menu with 'Perform return/reversal' selected.
- Text Area:** A text box containing the note: 'The order would be in some type of status like 'carrier return pending'. ES would call T-MO to actually cancel the service, then they would do something in OST'.
- Call Resolution:** A section with two radio button options: 'Return cancellation successful' (selected) and 'Return cancellation failed'.
- Save Button:** A blue rounded button labeled 'Save'.

- **Call Drivers**

Pre-defined categorization system for detailed sub-status tracking and reporting.

- **Return Processing**

Streamlined interface for processing return orders with minimal steps.

Results and Reflections

Impact

- Initial pilot at 5 stores expanded to 12 before full rollout in September 2021
- Significantly improved efficiency for both retail associates and ExpertServ team
- Reduced resolution time and enhanced customer satisfaction metrics

My Contributions

- End-to-end design from research through production-ready assets
- Process flow mapping and visualization
- UX improvements within existing system
- Direct engineering collaboration for implementation

Key Learning

Simplifying complex service experiences by designing for critical "moments of truth" creates effective product solutions.