CUSTOMER JOURNEY MAP

Switching Mobile Carriers & Plans



CUSTOMER PERSONA: Millenial

Jamie woudld like to switch her current mobile carrier. She wants a carrier where she can upgrade her phone and save money without having to sacrifice usage or device limitations.

EXPECTATIONS:

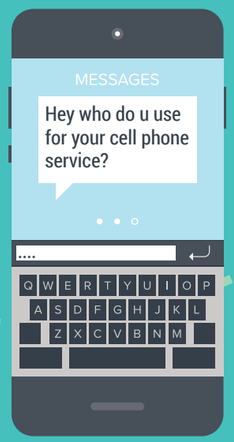
- Will be able to find clear, easy-to-find information online and/or on carrier's sites
- Ability to compare plans side-by-side
- Friendly customer support online and/or from store sales rep
- Willingness for new carrier to negotiate

DEFINE

1. Review current mobile carrier and plan
2. Decide requirements for new carrier/plan
3. Ask family/friends for recommendations on carriers and plans
4. Post survey on social media

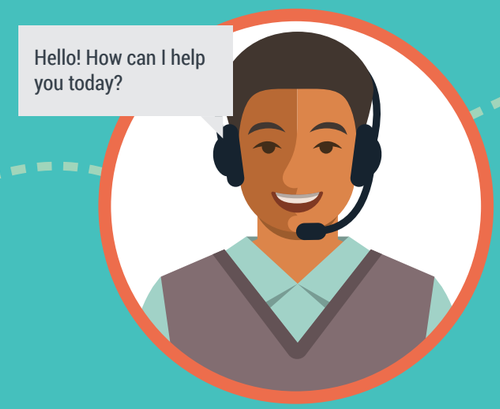
COMPARE

4. Visit carrier sites to compare plans
5. Research & compare plans on consumer reports websites
6. View carrier commercials on TV/online
7. Visit carrier(s) brick n' mortar store to speak to a sales rep in person



NEGOTIATE

8. Call current carrier and tells them she is shopping around for a better deal
9. Call competitors to see what they have to offer



SELECT

10. Decides on a new carrier/plan and calls customer service to switch service
11. Post update on social media

