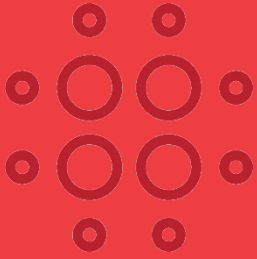


Customer journey digitalization



Your customers are every day more connected, more mobile, more demanding. According to an Ipsos study, experience is the first driver of brand loyalty. It must be efficient, simple and fast.

Every telecommunications operator must design and continually adapt its omni-channel customer journeys to meet these new behaviors and requirements.

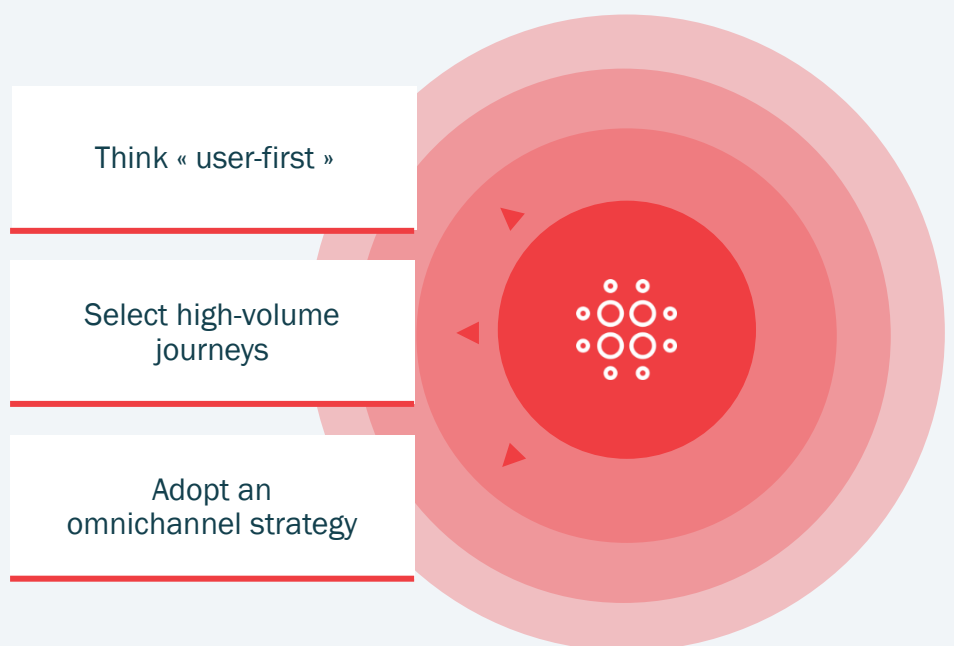
An efficient digital journey **facilitates** your clients' usages (information search, purchase, claim, etc.), saves them **considerable time**, and delivers **a smoother experience**.

It **decreases the number of low-value contacts** processed by phone or in store, thus **increasing your productivity and optimizing your costs**.

Finally, an efficient omni-channel experience **strengthens your brand image and customer satisfaction**. It becomes a competitive advantage and a real added-value to users.

Successful digitalization is a **simple, adaptable journey that puts the customer experience at the center of decision-making**.

The conditions for an efficient digital journey



- **Think “user first”:** designing an efficient digital journey requires identifying the features your users really need
- **Select high-volume journeys:** to achieve profitability of your project, you should select a high-volume journey, one that is demanding in terms of human resources or for which your users have specific expectations
- **Adopt an omni-channel strategy:** the digital journey must be integrated within your existing channels to facilitate user autonomy and deliver a true added value



Sofrecom supports you from the analysis of your customers' needs to the operational implementation of the digital journey

We ensure a seamless, efficient and sustainable digitalization



Flash opportunity assessment

- Analysis of reasons for contact on human touchpoints
- Functional and experience audit
- Digital market maturity assessment



Immersion

- In-situ observation and interviews
- Pain points identification
- Market trends analysis



Ideation

- Personae conception
- Co-construction of the target experience
- Collective prioritisation



Prototyping

- Creation of a prototype
- User testing
- Improvement through successive iterations



Structuring

- As Product Owner, preparation and follow-up of the developments

Our assets

- Use of the **Design Thinking** methodology for a result truly adapted to your customers
- Support from a **UX designer** throughout the project for **actionable results**
- A deep knowledge of the **journeys and the processes specific to operators**
- Services centers with expertise in **platforms and applications development**
- **End-to-end support**, both on business and IT

Some of our achievements

Simplification of the digital experience

ASIA

Design of the customer journey from the purchase on the e-shop up to the request for assistance, to support the launch of the new LTE mobile service

Digitalization of the customer journey

AFRICA

Conception of a new 100% digital customer journey

User testing
Elaboration of the deliverables required to launch application development

Digital transformation of online stores

EUROPE

Redesign of online stores

Objective: to increase commercial performance, business responsiveness, and foster a new digital, multichannel and multi-device customer experience