

Telecom Subscriber Support Journey Map Example

A simplified journey map outlining a typical support process for a telecom subscriber.

Persona: Jane Doe, 34, regular mobile internet user experiencing dropped calls and sluggish data.

Stage	Jane’s Actions	Touchpoints	Pain Points	Opportunities
1. Problem Identification	Notices frequent call drops and slow data speed.	Mobile usage, SMS alerts	Lack of proactive information; uncertainty if issue is device or network.	Send automated alerts about known outages or maintenance.
2. Seeking Support	Looks up solutions online; dials customer care; tries self-help via app.	Company website, mobile app, IVR, customer support line	Difficult navigation, long IVR menus, limited self-help info.	Simplify self-help guides; enhance search functionality in app/site.
3. Interaction	Chats with support agent via app/live chat; provides complaint details.	Live chat, phone support, email	Waiting times; explaining issue multiple times.	Unified issue tracking; call-back options; contextual handoff.
4. Resolution	Receives troubleshooting steps; gets issue resolved or a ticket is raised.	Follow-up SMS/email, support ticket updates	Unclear timelines; generic responses; lack of update.	Set clear resolution expectations; auto-updates on ticket.
5. Post-Support	Receives survey; rates experience; may recommend service to others.	Feedback surveys, thank you messages	No feedback acknowledgement; perception of feedback not actioned.	Personalized thank-you notes; visible changes based on feedback.