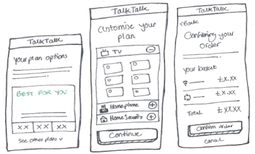
Target Customer Experience Flow: New Acq Journey

Scenario: Rehan purchases a fixed 24 months contract (Fibre BB, Home phone & TV)

Rehan **sees a digital advert** on his way to work about TalkTalk's Fibre. It caught his eye as he's been wanting to switch providers.

On his mobile Rehan navigates to the **TalkTalk's website**, he types in his postcode and is pleased to see he can get Fibre.

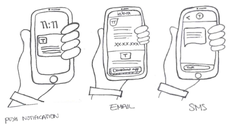
Rehan, although he knows he needs Fibre isn't sure which plan is right for him so he **get's some help choosing**.



Rehan is shown a list of Fixed & Flexed plans with variant contract lengths. He decides to go with the **recommended fixed plan for 24 months and continues to customise** his plan and checkout.

Once his **purchase is confirmed**, he receives a confirmation email which **prompts him to download the app**.

Rehan **downloads TalkTalk app** to help me easily manage his accounts.



Rehan has had his fibre and TV service activated and can start to **enjoy his service**.

Rehan

- Business Analyst
- 35 years old
- Lives in London with his Wife
- Tech-savvy and wants the latest technology
- Price concious and loves a good deal

Needs:

- Ability to self-serve
- Instant support / online help
- Easy to use interface
- Reasonable cost
- Fast connection (Fibre)
- Problem free service

Attitude:

- He is impatient
- He wants things to work without effort
- His main online activities include: streaming, browsing & social media

Target Customer Experience Flow: My Account Journey

Scenario: Rehan has just purchased a fixed 24 months contract (Fibre BB, Home phone & TV)

Two months later

Rehan logs into My Account to add a Sky Sport Boost for the upcoming football season.

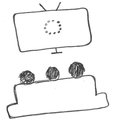
You have successfully added a Sky Sport Boost to your package.

DD/MM/YYYY

Rehan invited his friedns over to stay for a week so they can watch they favourite games together.

Rehan recieves a push notification from TalkTalk app, informing him that his speed seems to have slowed down.

Rehan shared his WIFI password with his friends so during their stay they can use his connection.



Chatbot offers to run a quick test on Rehan's connection to detect what's causing the speed issue. After few seconds, it tells Rehan that his speed was affected because he had too many devices connected.

Rehan's friends left his place after a week. As soon as the connected devices increased, Rehan's speed was back on track.

1 week later

Football season is over so Rehan goes to My Account to **remove the add-on**.

You have successfully removed a Sky Sport Boost from your package.

DD/MM/YYYY