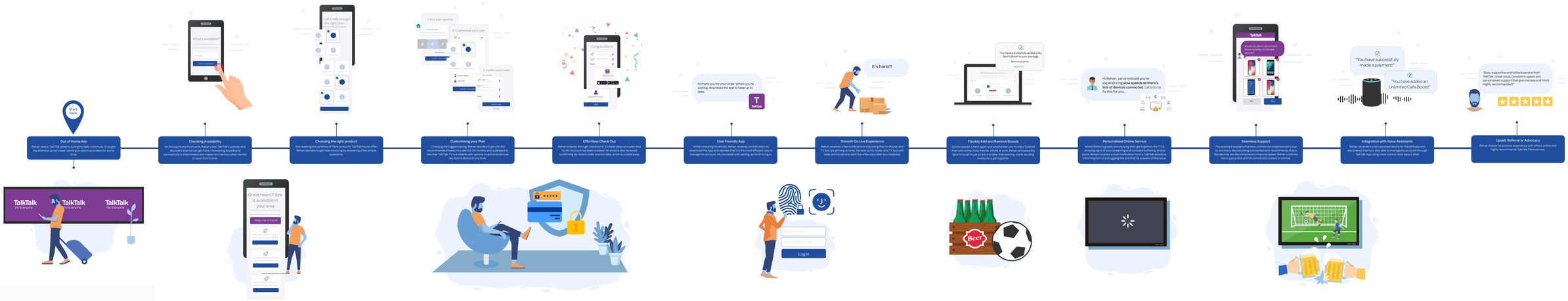
Target Customer Experience Flow

Strat Prop



Rehan

- Business Analyst
- 35 years old
- Lives in London with his wife
- Tech-savvy and wants the latest technology
- Price conscious 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

NPS

Emotional Map

Technical Layer / Agent Side