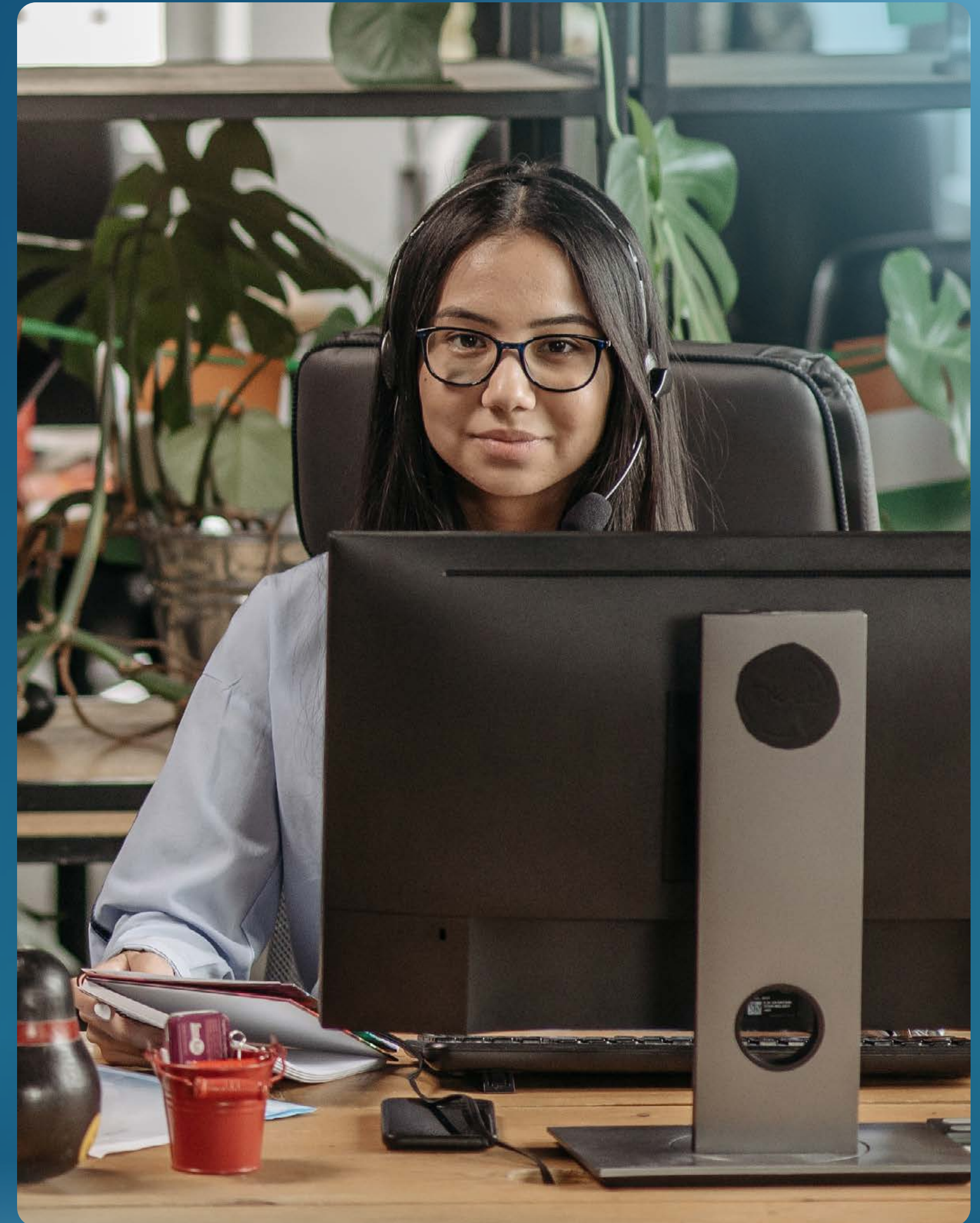


*Case Study*

# Telco Finds Their North Star Using a Customer-Centric Approach



# *The* **Highlights**



1

**6 stakeholder  
workshops held**

2

**300 customer  
respondents**

3

**46 features and  
capabilities captured**

4

**30 new native  
components**



## *The* **Problem**

**An Australia Telco faced a significant challenge with their fragmented and inconsistent customer experience.**

Operating with multiple product-centric journeys and squads, their current approach required customers to navigate through numerous steps across various channels to accomplish simple tasks.

In today's digital age, without a clear overarching digital strategy, businesses are at risk of providing a disjointed customer journey.

A woman with long dark hair, wearing glasses and a headset, is seated at a desk in a call center. She is wearing a light blue button-down shirt and is typing on a black keyboard. In the background, another woman is also working at a desk, also wearing a headset. The office environment includes shelves with various items and a desk with papers and a mouse.

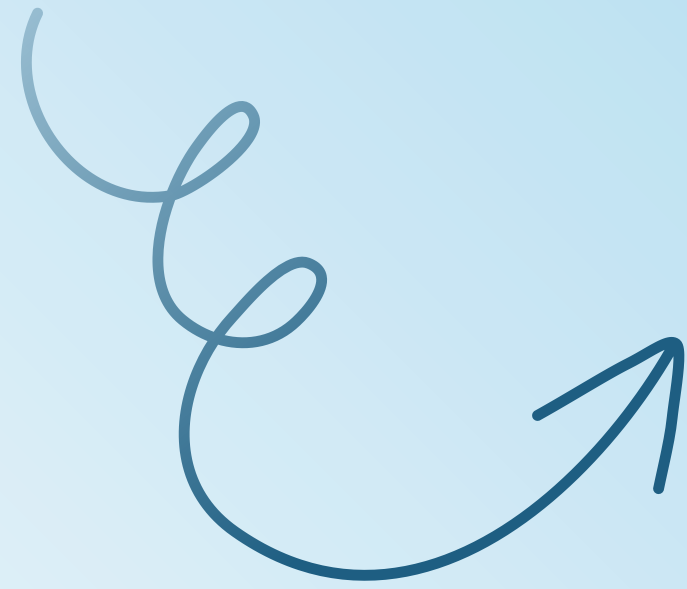
# *The* **Opportunity**

Recognising the need to meet their customers' expectations, the business had a goal to transition to a customer-centric approach that would enhance the overall customer experience.

They identified that their existing approach was not adequately meeting the needs and expectations of their customers and sought the expertise of Mantel Group – a multidisciplinary tech consultancy.

Mantel Group collaborated with our partner to create a foundation that would enable continuous refinement and improvement of services based on customer feedback and data.

# The Solution



## ✔ Experience Principles

Our partner established a set of overarching guidelines, based on their company values, to ensure consistent and aligned interactions with customers. These principles fostered a customer-centric culture, resulting in a more satisfying and effective customer experience.

## ✔ Vision Experience Map (VEM)

The VEM served as a comprehensive reference point, summarizing features and supporting research. It facilitated ongoing updates and revisions as the telco refined their understanding of the ideal-state experience.

## ✔ North Star Video

An aspirational video showcased the telco's future order-to-activate process, highlighting innovative ideas and technologies that provided an easy and seamless experience for customers, empowering more Australians to enjoy today's digital world.

## ✔ UX Core Journeys

Through meticulous work, the core aspects of the customer experience were identified and validated. This foundation set the stage for all future order-to-activate experiences, including journeys such as new customer activation, SIM swapping, bundled product purchases, and more.

## ✔ North Star Horizons

The North Star work was divided into multiple Horizons, spanning different timelines to explore the technical feasibility of ideas and innovations.



# Our Approach

By partnering with Mantel Group, our telco client achieved a transformative shift toward a customer-centric approach, ultimately providing an enhanced and seamless experience for their customers.

## ✔ Understand context

We gained a clear understanding of the telco's current gaps, customer expectations, and the market landscape, providing insights for future direction.

## ✔ Establish & Align

Through collaboration across business units, channels, and products, we established a shared vision and core customer experience principles. This created alignment and a high-level view of the future state.

## ✔ Ideate & Validate

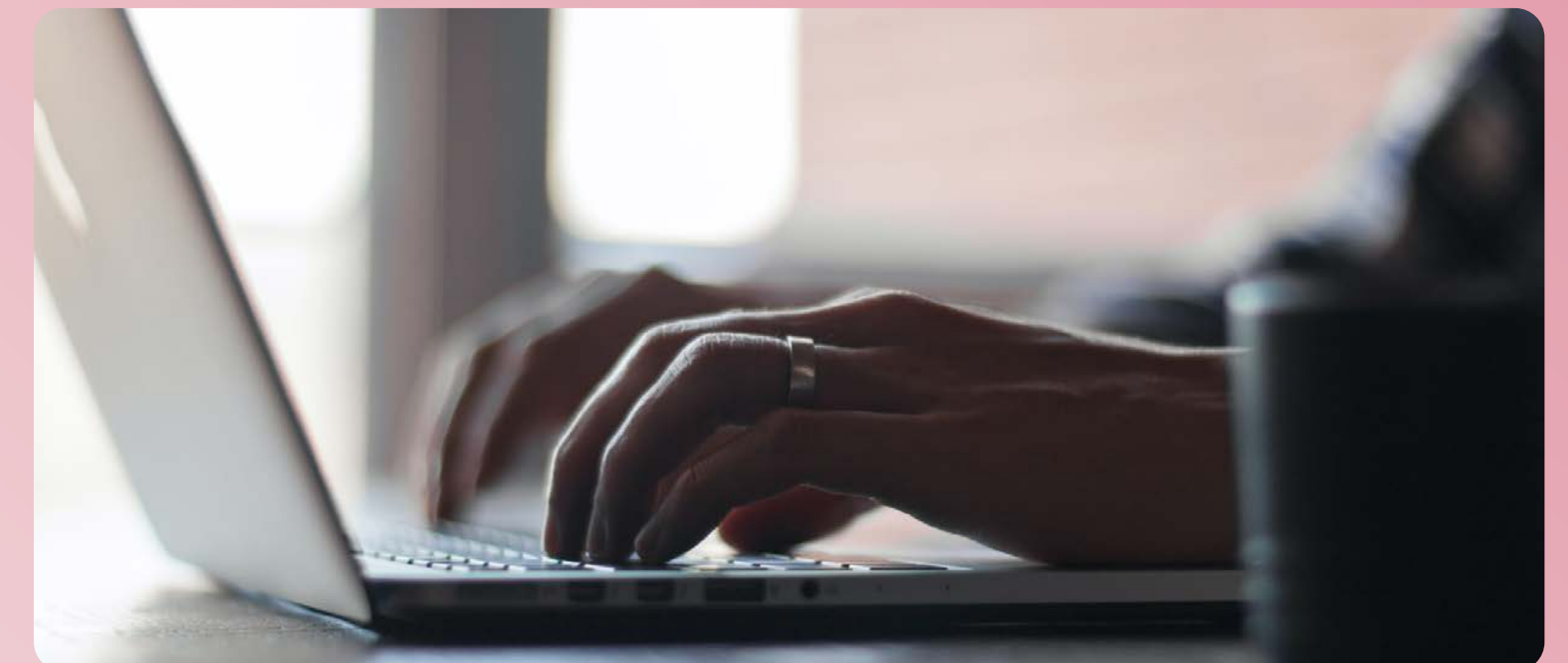
We ensured the future vision and experience were desirable, feasible, and viable. Through further alignment and buy-in from the wider business, the "north star" experience and vision gained clarity and support.

## ✔ Delivery Readiness

Objectives identified in the North Star work were elaborated to a level where they could be confidently estimated within delivery teams. This step bridged the gap between the North Star and the Horizon 1, day 1 experience.

## ✔ Delivery Readiness Plan

To transition from the North Star to the Horizon 1, day 1 experience, we executed a plan that included delivery workshops for objective mapping, understanding architecture impacts, and elaborating Horizon 1 objectives. The prioritized objectives were then assigned to the delivery teams for their planning activities.





# Reach out today

We're always keen to start new conversations on using technology to impact people in a positive way.

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