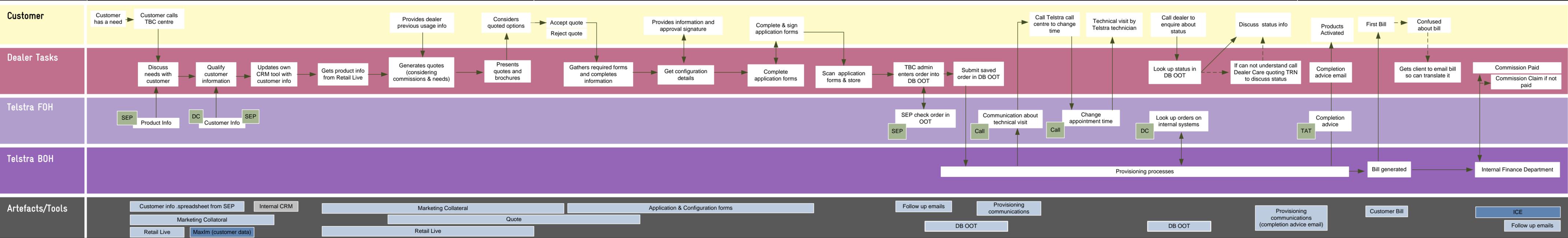
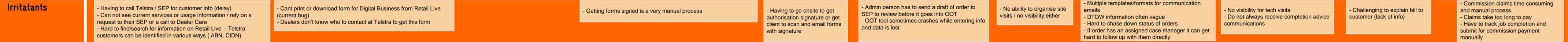


**SCENARIO** CUSTOMER REQUIRES DIGITAL BUSINESS PRODUCT

**Find** **Buy** **Use**



**Artefacts/Tools**



**Irritants**

- Having to call Telstra / SEP for customer info (delay)
- Can not see current services or usage information / rely on a request to their SEP or a call to Dealer Care
- Hard to find/search for information on Retail Live - Telstra customers can be identified in various ways ( ABN, CIDN)
- Cant print or download form for Digital Business from Retail Live (current bug)
- Dealers don't know who to contact at Telstra to get this form
- Getting forms signed is a very manual process
- Having to go onsite to get authorisation signature or get client to scan and email forms with signature
- Admin person has to send a draft of order to SEP to review before it goes into OOT
- OOT tool sometimes crashes while entering info and data is lost
- No ability to organise site visits / no visibility either
- Multiple templates/formats for communication emails
- DTOW information often vague
- Hard to chase down status of orders
- If order has an assigned case manager it can get hard to follow up with them directly
- No visibility for tech visits
- Do not always receive completion advice communications
- Challenging to explain bill to customer (lack of info)
- Commission claims time consuming and manual process
- Claims take too long to pay
- Have to track job completion and submit for commission payment manually

**Dealer Needs**

- Customer usage data (if existing customer) and other information
- Solid awareness of Telstra products
- Awareness of relevant bundles/campaigns
- Marketing collateral to share with client
- Who to call for different problems
- Who to escalate problems to (particularly problematic for dealers without Telstra SEPs)
- Easy way to collect the customer information needed for provisioning of orders
- Understanding of ordering processes and time-frames
- Easy way for customers to authorise orders
- Easy way for dealers to give Telstra required information
- Understand how to fill out forms on OOT tool
- Visibility of technician appointments and ability to modify them
- Status tracking
- Understanding of order rejections (DTOW) and actions required to progress order
- Understanding of escalation processes and who to call within Telstra for different issues
- One point of contact for specific orders
- Visibility of tech appointments
- Ability to amend tech appointments
- Need to know when orders are complete
- Need to know when related orders are complete
- Access to billing info
- Ability to track and enter commission claims
- Ability to generate reports financial data

**Opportunities**

- Product Training
- Up to date product and bundle information
- Share related internal communications and updates in regards to product pricing plans, product launches, etc., with dealers
- Access to customer data required for ordering and quoting
- Online ordering via a unified portal (in future) for now:
- Standard application form formats
- Review application forms - consolidate some fields and remove redundant customer information
- Provide consistent way (info architecture) for dealers to access forms for different products on Retail Live
- Verify customer details when both customers and dealers call FOH to continually update customer database
- Application forms pre-populated with customer data and on-line completion and submission
- One ordering portal across all products with ordering forms for different products following a similar flow.
- Streamline ordering of different products to similar process
- Training on ordering process/time-frames
- A online help chat for dealers with queries
- Enable sales staff to submit orders and config data via ipad
- Voice & digital signatures
- Train sales staff to use easy to use ordering portal
- Provide contextual help with ordering tool
- Online ordering
- Review of ordering tools and identify opportunities to amalgamate/consolidate some systems
- Provide training on products and ordering tools
- Visibility of customer notes and ability to change appt times
- Online status tracking with access to notes
- Training about escalation processes
- Visibility of order related notes (maxim)
- Clear communication in English not Telstra speak
- Status tracking through a portal that shows status of related orders as well
- Visibility of notes relating to technical visits and a form to change appointment times on behalf of client
- Billing visibility for their customers orders
- Easy to use commission functionality on a web portal

**LEGEND**

- DC Dealer Care
- Call Telstra Call Center
- tool Telstra/dealer tool
- SEP Service Edge Professional
- TAT Telstra Activations Teams
- tool Telstra only tool
- tool Dealer internal tool

-----> can happen