

PROCESS HEATMAP: TELECOM

Highest Automation Potential



	Self service (web, mobile, IVR, chatbot, SMS)			Contact center (call, email, social)			Field service (truck rolls, callouts)	
	Inquiry	Service	Order	Agent	Service	Order	Service	Order
During interaction	General product and	Billing disputes	New product/ service order	Agent console	Billing disputes	Payments and fraud detection	Routing, directions, and	
	Bill and invoice lookup	Service troubleshooting	Bundle or add-on request	360° customer view	Service troubleshooting	New product / service order	Escalations and additional	Modify service or order request
	Service status, SLA, speed	Application access	Modify order and	Single sign-on	Regulatory and other	Bundle or add-on request	Scheduling, resource	Upsell /x-sell (e.g., home
	Pricing and bundle	Other technical troubleshooting	Payments and fraud detection	Notifications and alerts	Application access	Modify order and status	Diagnosis and resolution	Order fulfillment
	Find my store or contact us	Compliance (e.g., do	Appointment scheduling or	Next best action	Other technical troubleshooting	Appointment scheduling or	Other field service	Delivery
After interaction	Interaction quality (customer satisfaction survey, NPS)			Interaction Quality (Call-wrap up notes, customer satisfaction			Interactionquality (visitnotes, satisfactionsurvey,	
	Loyalty and churn management			Loyalty and churn management (Proactive price and dispute resolution offers,			Loyalty and churn management (Manager escalations)	