











Transforming the prepaid experience: An actionable guide for telcos





1 Purchasing process

Differentiate the user journey for new vs. existing customers	
Provide easy access to relevant information and plans	
Allow customers to customise plan comparisons side-by-side	
Empower customers to key in their preferred number and choose from generated options for a personalised touch	
Enable service and add-on customisation during checkout	
Offer options to modify plans before making payment	
Design a purchase process that takes fewer than 5 steps	

2 Delivery

Provide convenient e-SIM options	
Allow users to choose a preferred delivery date and time (physical SIMs)	
Enable tracking of delivery status (physical SIMs)	

3 Activation

Simplify activation steps with easy-to-understand visuals/video tutorials	
For e-SIMs, provide instant payment confirmation and consolidated order details with clear activation instructions	
Enable swift self-service verification (under 1 minute) using ID and email or secure OTP	
Allow instant activation via QR code (e-SIM) or app launch upon SIM insertion (physical SIM)	

4 Recharge/top-up

Allow keying in preferred top-up amounts	✓
Offer alternative top-up methods: pay-later/request from others	✓

5 App innovation

Offer a navigation guide for first-time users during initial app sign-in	✓
Create a comprehensive dashboard displaying account info	✓
Enable in-app purchases in fewer than 3 steps	✓
Personalise recommendations based on past purchases	✓
Integrate a product filter feature for easy discovery within the app	✓

6 Customer care

Ensure customer service is accessible across various channels: email, hotline, social media, live chat, and conversational AI with NLP capabilities	✓
Prioritise quick response times across all channels	✓
Offer visual aids (FAQs with visual cues) for self-service support	✓
Implement personalised IVR functions with speech recognition and AI capabilities for a more intuitive experience.	✓

7 Engagement and loyalty

Offer non-connectivity services like entertainment, education, personal finance, delivery, and e-commerce	✓
Provide rewards and vouchers across more than 3 categories (e.g., food & beverage, travel, entertainment) to cater to diverse preferences	✓
Design a loyalty program with mini-games and interactive elements to increase engagement and earn loyalty points	✓

Your Performance

No. of ticks	Performance Level
0 - 14	Your telco has implemented some best practices but has room for improvement. Focus on addressing gaps to enhance the customer experience in the prepaid journey
15 - 22	Your telco is performing well in key areas, showcasing a strong commitment to a smooth and engaging prepaid experience. Continue refining strategies and exploring new innovations.
23 - 28	Your telco excels in almost all aspects of the prepaid purchase and recharge journey, setting a high industry benchmark. Maintain your leadership by staying ahead of trends and continually updating your offerings