

Helping those who
shape the future to

**make it
amazing**

Enabling Frictionless eSIM Journeys for Core Customer Scenarios

Amdocs eSIM eBook

June 2025



Why a Frictionless eSIM? Experience Matters

› 01

Telco Brand

eSIM is no longer optional. It defines perception of Telco innovation

› 03

Improve Loyalty

Every interaction (activation, transfer, roaming) is a loyalty test

› 02

Avoid Churn

Failures mean churn, negative reviews, and lost ARPU

› 04

Increase NPS

Success means brand trust, customer satisfaction uplift, and faster upsell cycles





Key Experiences

Top 10 key experiences



Activating new smartphone



Add Tablet



Add Smartwatch



Lost Smartwatch



PSIM to eSIM



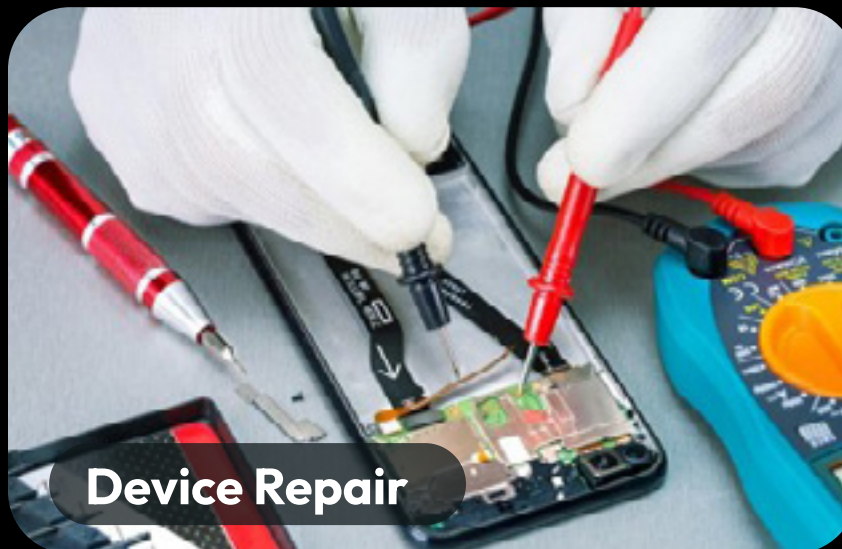
iPhone Upgrade



Android Upgrade



Device Repair



Roaming Pass



Try&Buy



New Smartphone

The **New Smartphone** Activation use case is crucial as it directly impacts a user's first impression of their device and mobile service. A seamless eSIM activation ensures instant connectivity without the need for physical SIM cards, enhancing convenience and reducing friction. Getting this experience right builds customer trust, encourages adoption of digital-first solutions, and reduces support costs. Any delays or complications can lead to user frustration and damage brand perception.



New Smartphone

Before



Customers lose confidence the moment they're asked to type activation codes manually



Customers do not expect to print or scan QR codes and will abandon the process when asked, causing subscriber lost



Customers do not expect to navigate a large amount of steps with no clear direction



Customers do not expect to wait for an agent just to activate a feature that should be instant

After



Customers expect to activate their service in just minutes, or they immediately lose confidence in the provider



Customers expect instructions simple and clear, that even one confusing word makes them drop the process



Customers expect to complete the process in one place without jumping between apps, screens or emails



Customers expect the phone to guide them automatically, without ever needing to ask for help

Add Tablet

The **Add Tablet** use case is important as it enables users to extend their mobile connectivity to secondary devices, enhancing their overall digital experience. A smooth and intuitive process for adding a tablet ensures users can stay connected across devices without technical hurdles. This use case supports multi-device lifestyles and reinforces customer loyalty by offering flexibility and convenience. A poor experience here could lead to missed revenue opportunities and decreased customer satisfaction.



Add Tablet

Before



Using a plastic SIM on a premium tablet feels outdated and awkward.



Having to scan a QR code from another device even if not everyone has two devices at the moment of setup



Tablet not connecting to mobile data immediately generating frustration when traveling or during emergencies



App store redirects, login loops or broken flows that will create loss of trust and the upsell opportunity

After



Customers expect instant data connectivity as soon as the tablet is turned on



Want one-click activation directly on the tablet, with no need for external help such as Call Center



They expect to share the same data plan with their phone under one account



They assume the tablet experience will match the premium feel of the device standards such as Apple and Android

Add Smartwatch

The **Add Smartwatch** use case is vital for delivering a truly connected and seamless wearable experience. Ensuring a smooth activation process allows users to enjoy features like calling, messaging, and fitness tracking without relying on their smartphone. A frictionless setup enhances user satisfaction and drives adoption of companion devices, increasing service usage and revenue potential. Any complexity or failure in this process can lead to user drop-off and reduce confidence in the ecosystem.



Add Smartwatch

Before



Being told to visit a store in the digital era just to activate a watch feels outdated and unacceptable



Using QR codes or portals for setup is confusing and frustrating for a premium experience like a smart watch



When calls or messages don't sync, customers lose trust, mainly on emergencies scenario



Delays in activation lead to device returns and hurt the Telco's NPS after lost sales

After



Customers expect instant activation right after pairing, with a Bluetooth-like experience



Zero-friction journey through phone settings, with no need for extra apps or calls to customer service



Seamless number sharing should provide full access to calls, messages, and data — delivering an experience that truly mirrors the user's phone, like a digital twin.



Customers expect Telcos to match the experience set by premium brands like Apple and Android.

Lost Smartwatch

The **Lost Smartwatch** use case is crucial for maintaining user trust and ensuring quick recovery or deactivation of a lost device. A streamlined process for reporting and tracking a lost smartwatch helps protect sensitive information and minimizes the risk of unauthorized access. By providing a seamless experience, users feel supported and confident in the security of their devices. Any delays or complications in this process could lead to frustration, security concerns, and a loss of customer loyalty.

Lost Smartwatch

Before



Having to visit a store to reactivate a lost watch feels like a 21st-century failure



Having to manually delete and recreate profiles adds stress when the customer is already frustrated



Loss of services like number sharing or health sync causes panic and brand distrust



Delays or provisioning errors turn a device loss into a Telco loyalty crisis

After



Replacing the watch should feel as easy as logging into a new phone with same number, same services and no hassle



Activation must be automatic after pairing without QR codes, no calls and no waiting



Customers expect all services to resume immediately, including calls, messages and health data sync



The Telco must recognize the device replacement and treat it as a seamless continuation and not as new activation

pSIM to eSIM

The **pSIM to eSIM** use case is arguably the most important as it's a transition that nearly every mobile user will undergo at some point. As the telecom industry moves towards eSIM as the standard, ensuring a flawless migration process is essential for future-proofing customer experiences. A seamless transition from physical SIM to eSIM not only provides convenience but also reduces the likelihood of service interruptions, setting the tone for long-term customer satisfaction. Given that this will become the default for most users, any friction in the process can lead to widespread frustration and erode trust in the provider. In essence, getting this use case right is key to maintaining relevance in a rapidly evolving mobile landscape.

pSIM to eSIM

Before



Being told to leave its own place or wait for the delivery to a physical store for a SIM swap when they expect a 100% digital experience



Confusing or broken experiences across the app, email and settings that cause customers to abandon the process and lose sales



Carrier Phone (pSIM) to Carrier Phone (eSIM) may cause ICCID mismatches, delayed profile assignment, and outdated number provisioning, leading to failed calls or texts



Converting on the Same Phone (pSIM to eSIM) often fails due to manual steps, device resets, or lack of self-service pushing users to stores or support.



Moving from a supplied Carrier Phone (pSIM) to BYOD (eSIM) can fail due to device incompatibility, network locks, or entitlement issues, leaving users with limited support and unclear onboarding.



Waiting days for activation, which leads to frustration, complaints and possible churn / lose new customer



Losing mobile service even temporarily during the migration, triggering immediate dissatisfaction and churn risk



Transferring from Old Phone (pSIM) to New Phone (eSIM) often fails when the old device is offline, QR codes expire, or users must switch devices mid-process causing friction and drop-offs



Switching from Prepaid to Postpaid with eSIM breaks due to disconnected platforms, new profile provisioning needs and inconsistent flow support

pSIM to eSIM

After

For all cases: New phone, pSIM-eSIM, BYOD, Old phone, prepaid—> postpaid:



A flawless SIM-to-eSIM swap, completed in minutes



An effortless, intuitive setup through app or phone settings without scanning codes or contacting support (CSR)



Zero downtime during the transition, as customer expect an uninterrupted service at all times



A secure process that runs quietly in the background without requiring repeated verification steps

iPhone Upgrade

The **iPhone Upgrade** use case is pivotal as it directly impacts a customer's experience during one of the most anticipated moments—switching to a new device. A seamless upgrade process ensures users can easily transfer data, activate their new iPhone, and get back to using their device without hassle. This experience shapes customer loyalty and can drive further upgrades. Any delays or complications can lead to frustration, potentially diminishing brand trust and customer retention.



iPhone Upgrade

Before



Being asked to visit a store or scan a QR code during a phone upgrade



Losing connectivity while moving to an iPhone sends the message that your service is not future-ready



Seeing activation errors or “No SIM” messages destroys trust instantly



Receiving mixed instructions from your app, support team, and Apple may cause brand damage

After



The mobile line “just works” on the new iPhone without asking the customer to do anything



Want one-click activation with no need for external help such as Call Center



The eSIM transfer is completed within the iPhone setup or with a simple one-tap confirmation



The carrier is invisible in the process without calls or app logins or extra instructions



Transfer must complete within 30 seconds as customers expect no timeouts during activation

Android Upgrade

The **Android Upgrade** use case is crucial, given Android's popularity as the world's most widely used mobile operating system. A seamless transition ensures users can easily migrate their data, apps, and settings to a new device, maintaining continuity and satisfaction. Any issues in this process can lead to frustration and harm trust in the Android ecosystem, which is essential for retaining a large global user base.

Android Upgrade

Before



Even a brief loss of connectivity during the switch can feel like being suddenly abandoned



Asking users to scan a QR code printed on PDF? It's 201X tech with 2025 consequences



Facing 'Your request could not be processed' errors with no support response can directly result in lost sales



Having to visit a store or call support just to keep the same number when switching to a new phone

After



Instantly transfer your service without losing a single minute of connectivity



A guided, 100% app-based flow that feels effortless and intuitive



Total control and visibility without hidden steps or confusing messages



The operator is built into the device — no calls, no QR codes, no guesswork. It just works

Roaming Pass

The **Roaming Pass** use case is vital for ensuring users can stay connected while traveling internationally without unexpected costs or service interruptions. A smooth activation and clear understanding of pass benefits enhance the roaming experience, offering convenience and peace of mind. Any issues with activation or charges can lead to frustration and damage user trust in the provider's roaming services.



Roaming Pass

Before



Getting disconnected or hit with unexpected fees while trying to connect causes panic and breaks trust



Manual setup or SIM refresh steps frustrate users who've just landed in a foreign country



Hidden fees or unclear terms erode trust and can trigger SIM swaps or long-term churn



Relying on Wi-Fi or customer support to activate roaming is unacceptable when mobile data is urgently needed

After



Customers expect roaming to work instantly upon landing — no setup, no delays



They want to buy a roaming pass in just a few taps, right from their phone while abroad



They expect clear, upfront pricing and full control over spending before any charges apply



They want a flawless connection from airport to hotel—no need to contact support.

Try and Buy

The **Try and Buy** use case is essential for allowing users to explore a product or service before committing, especially for new devices or plans. A seamless experience ensures users can easily test features and understand value, boosting confidence in their purchase decision. Any friction during the trial process could lead to hesitation and lower conversion rates, undermining sales potential.



Try and Buy

Before



Asking for credit card details upfront just to test the network feels like a trick and discourages adoption.



Limited or throttled trials create distrust and make testing meaningless.



Losing service after a trial due to failed conversion leads to abandonment and damages the Telco's reputation.



Customers want the trial to feel exactly like a paid plan — full speed, full coverage, real service.

After



They expect instant trial activation without store visits or identity verification delays.



They want the trial experience to match a paid plan — full speed, full coverage, and real service



A smooth transition from trial to paid, with no service interruption or reactivation steps, is essential.



Customers expect clear reminders and transparency about when the trial ends and charges begin.

Device Repair

The **Device Repair** use case is crucial for providing users with a hassle-free solution when their device needs fixing. A smooth, transparent repair process ensures quick turnaround times and keeps customers satisfied while their device is being serviced. Any delays or poor communication during this process can lead to frustration, damaging the customer's trust in the brand and potentially affecting long-term loyalty.



Device Repair

Before



Customers don't expect to be offline for hours just because their phone broke and they can't access the SIM.



They shouldn't have to visit a store or call support to reactivate service on a temporary device.



Instant activation of a temporary device without the original phone is expected.



They want uninterrupted calls, messages, and app access while their original device is being repaired.

After



No loss of messages, calls, or service continuity during the repair period.



eSIM transfers to temporary devices must be secure, seamless, and keep data and connectivity intact.



Easy, instant and reliable activation process.



Restoring the original profile after repair should be easy, without repeating the entire setup.



Conclusions and Open Discussion



Apple Ecosystem

Customers benefit from a **native, tightly integrated experience using Apple's own tools**, e.g. Universal Link, Magnolia, iPhone settings.

Seamless.
Native.
Effortless.



Android & Other Ecosystem

Customers may use a **Carrier App** to **unify the process across devices or brands**, e.g. Google phone + Samsung watch.

One App. Every Device



Thank You

