Today, the organizations need customers more than the customer needs the organization. Nearly nine out of ten customers says that they will switch after a single bad experience. More than 50% of the organizations redirect their investments in building positive customer experience. Building positive customer experience needs to gain in-depth knowledge about customers from all customer touch points and channels across the entire organization. This paper has attempted to study the customer experience at different touch points in telecom sector like customer care, service delivery, store, network, billing, etc and their repurchase intention. Also it attempted to study about the usage pattern, preference and the relationship between customer experience dimensions and the repurchase intention among the telecom subscribers of Coimbatore district. Data were collected from the telecom subscribers of Coimbatore district using structured questionnaire and analyzed using percentage analysis, multiple response analysis, weighted average ranking analysis and correlation analysis. Results reveal that the telecom customers are mostly reluctant in sticking to one particular service and the network experience, service delivery experience and store experience were found to have highly correlated with the repurchase intention. Various touch points of telecom sector are identified and customer experience at those touch points are studied, however future researchers can identify the major touch points and conduct an in-depth study of those touch points and their impact on repurchase intention. The study can be carried out using different analytical tools like …