

CUSTOMER JOURNEY

LAPTOP MFG

	Awareness NEED	Research Active Consideration	Purchase Conversion	Usage Relationship	Advocacy
TASKS	I need the laptop	How do I compare laptops	I Decided to buy this	Call customer support	Sharing my experience
Touchpoints	Website expert advice	Web Portal Mobile APP Call centre	Sales Person Demo	Help Desk Call Centre	Word of mouth Social Media
Emotions Feelings	Good public information available	Fair Comparison Configuration	Great Feeling to own laptop	Nice Service onsite help	Spread the word on FB Twitter
Weakness	Not enough experts to talk or advice	Required Conf not available	Demo was not exciting	Long wait time on call	
Influencers		Call centre expert	Sales Person	Support Engineer	Social Media Influencers
Opportunities	Website Digital Advise Company	Easy Conf Comparisons Expert help	Sales Person training, Mobile help	Expert onsite support	Easy media Interviews

What is Customer trying to do at this stage?

How does Customer interact with this organization?

What is Customer feeling at this stage?

How does your organization let the customer know?

Who is what is helping to solve customer decision making phase?

What digital touch can be used to help the customer?