CUSTOMER JOURNEY MAP

STAGES

| Awareness | Consideration | Acquisition | Service | Loyalty |

STEPS

| Wants to buy the gadget | Clicks ad to landing page | Browses in e-Shop | Goes through Checkout | Lands on the Thank You page | Waiting for the Package | Receives Package | Tries on gadget - Do not work | Wants to send gadget back - But does not understand the process | Calls Hotline | Carries out return process | Waiting for returns confirmation | Waiting for credit | Receive newsletter for evaluation campaign | Gives rating | Uses $10 coupon for new purchase |

TOUCHPOINTS

5   7   13   9   4

Ads, e-Shop, Blog, Banner, Newsletter, Landing Page, Form, Product page, App, e-Shop, Category Page, Product Page, Shopping Cart, Login / Registration, Form, Paid Service Providers, Thank You Page, Ordering Confirmation, Shipping Updates, Login Area, Packaging, Inserts, Bill, Delivery note, Product, e-Shop, FAQs, Terms & Conditions, Speech Computer, Hotline Employee, Packaging, Return Address label, Return Address Form, Return Confirmation, Newsletter, e-Shop, Landing Page, Form

DEPARTMENTS

Marketing / Online Marketing

Design / Editorial

e-Shop Management

Customer Management

10

Product Management

Accounting

22

Legal

Paid Service Providers

Logistics Service Providers

23   15

43