

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIONS	A Marketers job becomes one best described as defending the brand relationship	In Today's more sophisticated renewable energy marketplace, The path to advocacy is not so well-defined.	The universe of potential customers is much more diverse. So,decisions of one by fourth should be taken by customers.	The customer journey evolves as the organization, product or service evolves.	Their customer's journeys and help optimize each step of the process.
TOUCHPOINTS	The customer journey encompasses the entire lifecycle of a customer's relationship.	Suppliers and construction companies who provide the required materials and build the wind farm	Many individuals make purchase decisions based on case studies and success stories from their peers.	a good sales process and successful case studies give an organization an edge over its competition.	surveys and conversations can help an organization learn more about what works and what doesn't.
CUSTOMER EXPERIENCE	Interested, hesitant	Curious, excited.	Excited.	Frustrated.	Satisfied,excited.
KPIs	metric used to evaluate factors that are crucial to the success of your organisation.	Revenue growth. Revenue per client. Profit margin. Client retention rate. Customer satisfaction.	The greatest value of forecasting with KPIs is not predicting the future	The service sector comprises a dominant segment of the economy	Particularly cost-intensive elements of customer retention systems
BUSINESS GOALS	A user has a problem or need and looks for an answer.	During the consideration phase, customers compare one organization's offerings to its competitors.	Customer become a marketing-qualified lead ready to engage with sales or support engineers.	customers mostly seek educational content about services that could solve their problems.	If organizations can decrease turnover, enable positive CX and offer high-quality and services.
TEAMS INVOLVED	Marketing teams can show how their offerings can address customer needs, like listing benefits.	As CX teams engage with customers, they can reinforce the features their products.	People enter the customer journey in this phase if they initially request demos.	Each and every team involve in service provided for customers.	organizations can implement a loyalty program or knowledge base FAQ.