
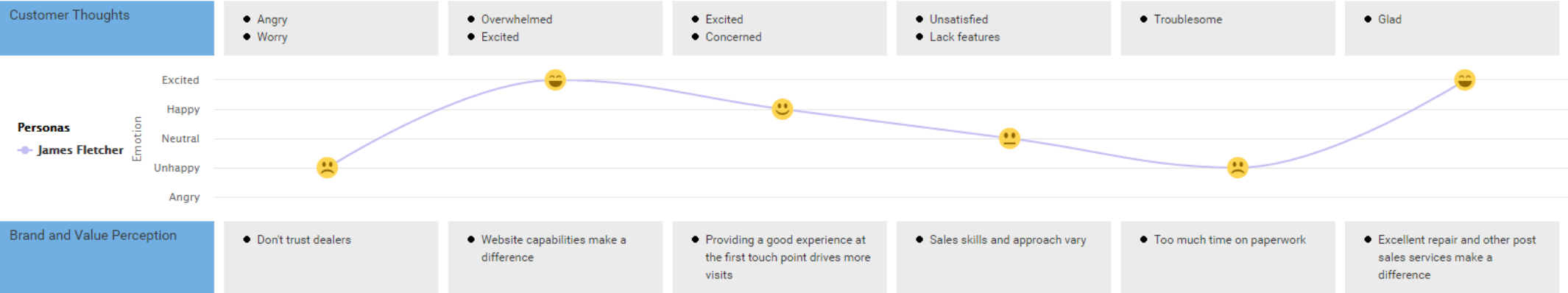


Stage	Awareness		Research	Evaluate/Test	Purchase	Pay	Service
 James Fletcher	"I am a new driver and I want to buy a cheap, affordable and small car."						
Actions / Events	<ul style="list-style-type: none"> <li>Looking at advertisement</li> </ul>	<ul style="list-style-type: none"> <li>Researching a desired car</li> </ul>	<ul style="list-style-type: none"> <li>Test driving cars</li> </ul>	<ul style="list-style-type: none"> <li>Making choice</li> </ul>	<ul style="list-style-type: none"> <li>Settling payment</li> </ul>	<ul style="list-style-type: none"> <li>Seeking help</li> </ul>	
Involved Parties	<ul style="list-style-type: none"> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Sales</li> </ul>	<ul style="list-style-type: none"> <li>Marketing</li> <li>Sales</li> <li>Accounting</li> <li>Service Department</li> </ul>	<ul style="list-style-type: none"> <li>Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Sales</li> </ul>	

Customer Experience



Recommendations

Gap / Opportunity / Celebration	<ul style="list-style-type: none"> <li>Establish reputation</li> </ul>	<ul style="list-style-type: none"> <li>Professional website</li> </ul>	<ul style="list-style-type: none"> <li>Targeted testing support</li> </ul>	<ul style="list-style-type: none"> <li>Good sales skills</li> </ul>	<ul style="list-style-type: none"> <li>Reduce paper work</li> </ul>	<ul style="list-style-type: none"> <li>More kinds of services</li> <li>Periodical follow-up</li> </ul>
Potential Solutions	<ul style="list-style-type: none"> <li>Place TV ad</li> <li>Spokesperson strategy</li> </ul>	<ul style="list-style-type: none"> <li>Review and redesign current company website</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated staff that assists the customer throughout the test drive process</li> </ul>	<ul style="list-style-type: none"> <li>Training</li> </ul>	<ul style="list-style-type: none"> <li>Pre-written forms</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the existing service portfolio</li> <li>Introduce new service</li> <li>Reduce manpower by not to provide unpopular services</li> </ul>