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| --- | --- | --- | --- | --- | --- |
| STAGE | AWARNESS | CONSIDERATION | DECISION | SERVICE | LOYALTY |
| CUSTOMER ACTIVITIES | View Online Ad, See Social  Media Campaign | Conduct reach, Compare Features and pricings | Making a purchase or not | Contact Customer Service , Documentation, Read Product and Service | Share the Experience |
| TOUCHPOINTS | Social Media, Word of Mouth | Social Media | Website, Mobile App | Chatbot, Email,  Notifications | Social Media , Review Forum |
| CUSTOMER  EXPERIENCE | Interested , Hesitant | Curious , Excited | Excited | Frustrated, Fulfilled | Satisfied, Excited |
| KPIS | Customer Feedback | New Website Visitors | Conversional Rate | Waiting time, Customer Service Score, Increase Customer Satisfaction | Generate Positive Reviews |
| RESPONSIBLE | Communications | Communications | Customer Service | Customer Service | Customer Service , Customer Success |

Timeline

Description automatically generated