

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTION	View online ad, see social media campaign	Conduct reach, compare features	Make a purchase	Contact customer service, Documentation	Share experience
TOUCHPOINTS	Social media, Traditional media	Social media	Website, Mobile app	Chatbot, Email	Social media, Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
KPIS	No. of people reached	New website visitors	Conversional rate	Wait time, customer service score	Customer satisfaction score
BUSINESS GOALS	Increase awareness interest	Increase website visitors	Increase customer rate	Increase customer satisfaction	Generate positive reviews
TEAN(S) INVOLVED	Communications	Communications	Customer service	Customer service	Customer service, success