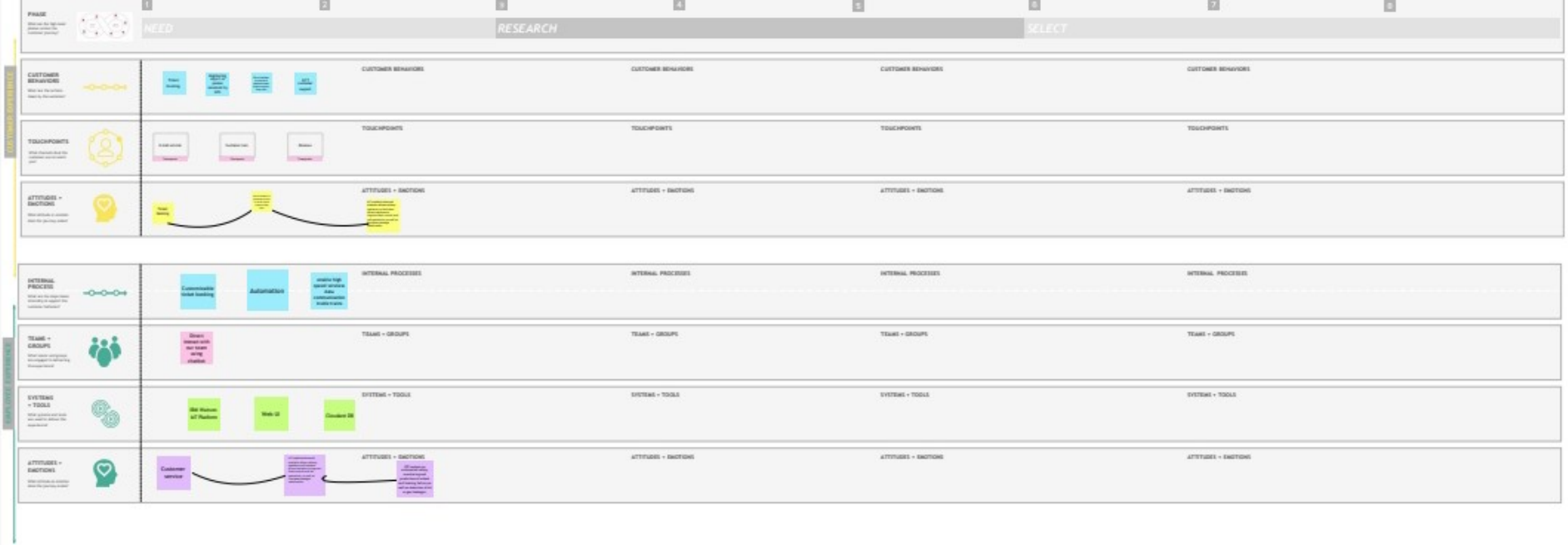
PHASE
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NEED
RESEARCH
SELECT
CUSTOMER BEHAVIORS
TOUCHPOINTS
ATTITUDES + EMOTIONS
INTERNAL PROCESS
Automation
TEAMS + GROUPS
SYSTEMS + TOOLS
Customer service