**User journey team id=PNT2022TMID42037** 🧑 ⏰ 🟢



by the Design Team of Accenture Interactive NL

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| **1** | **Phases** | AWARENESS | CONSIDERATION | DECISION | SERVICE |
|  | | | | | |
| **2** | **CUSTOMER ACTIONS** | VIEW ONLINE  AD,SEE SOCIAL MEDIA CAMPAIGN  ,HEAR ABOUT FROM FRIENDS | CONDUCT RESEARCH,RESEARCH COMPETITORS,COMPARE FEATURES AND PRICING | PURCHASE OUR MODEL | RECEIVE PRODUCT /SERVICE,READ PRODUCT OR SERVICE DOCUMENTATION |
|  | | | | | |
| **3** | **CUSTOMER EXPERIENCE** | INTERESTED | CURIOUS AND EXCITED | EXCITED | SATISIFIED |
| HESITANT |  |  |  |
|  | | | | | |
| **4** | **KPIS** | NUMBER OF PEOPLE REACHED | NEW CUSTOMERS | RETENTION RATE | CUSTOMER SATISFACTION RATE |
|  | | | | | |
| **5** | **BUSINESS GOALS** | INCREARSE AWARENESS INTEREST | GENERATE POSITIVE REVIEWS | INCREASE CUSTOMER RATE | MINIMIZE WAIT TIME |