

FINAL CUSTOMER EXPERIENCE JOURNEY

Total 9 Stages 26 Scenes



Marketing



Sales



Engagement



Service

1. Generate Interest

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2. Investigate Car Information

2) Search for official information

3) Search for third party's opinion

3. Pre-purchase

4) Deal hunting

5) Showroom visit /event

6) Dealer follow-up (showroom visit)

4. Purchase

7) Showroom selecting

8) Model availability

9) Final Deal & Booking

5. Pre-Delivery

10) Financial process and approval

11) Car Readiness

12) Finance payment and sign contact

13) Owner Instruction

14) Key delivery (celebrate)

7. Honeymoon

15) MST welcome call+Dealer follow up (delivery)

16) Explore Mazda's true experience

17) Enjoy & be Proud of new car

18) Join CRM activity

8. Ownership

19) Emergency handling

20) Schedule maintenance

21) Warranty repair/Recall

22) Repair

23) Body repair

24) Dealer follow up (service)

25) Modifying car

9. Repurchase

26) Repurchase