

Customer Journey Stages:-

Customer Journey Stages:

Stage	Customer Action	Pain Points	Solutions Provided	Tools Used
Awareness	Learns about cybersecurity threats.	Lack of awareness about vulnerabilities.	Provide security awareness training & reports.	Blogs, Webinars, Awareness Campaigns
Consideration	Looks for security assessment tools.	Confused about tool selection (Nessus, SIEM).	Compare tools, provide recommendations.	Nessus, SIEM, Risk Assessment Guides
Decision	Selects security scanning & monitoring solutions.	Unsure about implementation complexity.	Offer expert guidance & consulting.	SOC team, Security Frameworks
Implementation	Deploys vulnerability scanning & monitoring.	Integration challenges with existing systems.	Provide step-by-step onboarding support.	SIEM, Nessus, Threat Intelligence
Analysis & Response	SOC team monitors & investigates threats.	False positives, slow incident response.	AI-driven threat detection & automation.	SOC Dashboards, AI Anomaly Detection
Post-Resolution	Reviews reports & suggests improvements.	Lack of clear reporting & visibility.	Generate automated security reports.	Automated Alerting & Reporting