

Stage	Touchpoints	Actions	Emotions	Pain Points
Awareness	Industry conferences, online ads, trade shows, word-of-mouth	Learn about the system, visit website, attend demos	Curiosity, interest, consideration	Finding reliable info, understanding tech
Consideration	Company website, product brochures, sales representatives	Research benefits, compare with competitors, contact sales	Evaluation, comparison, anticipation	Assessing ROI, integration concerns
Decision	Meetings with sales, trial period, customer testimonials	Request a quote, trial program, finalize purchase	Confidence, decision-making, commitment	Budget approval, contract negotiation
Onboarding	Customer support, installation team, training sessions	Install system, receive training, configure notifications	Excitement, learning, adjustment	Setup difficulties, learning curve
Usage	Mobile app, SMS alerts, customer support	Monitor pipelines, respond to alerts, use app for details	Satisfaction, reliability, vigilance	Managing false alarms, continuous monitoring
Support	Customer support hotline, online help center, FAQ	Contact support, access online resources, provide feedback	Trust, relief, reassurance	Response time, resolution effectiveness
Renewal	Account manager, renewal notifications, performance reports	Evaluate performance, discuss renewal, renew subscription	Satisfaction, value assessment, continuity	Cost considerations, alternative solutions