

PHASE	Actions	Touchpoints	Pain Points	Opportunities
Awareness	<ul style="list-style-type: none"> - Recognizes the need for a damage/leak detection system. - Researches solutions online. 	<ul style="list-style-type: none"> - Website - Industry reports - Referrals from peers 	<ul style="list-style-type: none"> - Lack of accurate and reliable detection systems. - Unaware of available technologies. 	<ul style="list-style-type: none"> - Highlight real-time detection benefits. - Use case demonstrations.
Consideration	<ul style="list-style-type: none"> - Shortlists solutions after comparing features. - Contacts providers for demos and trials. 	<ul style="list-style-type: none"> - Product brochures - Demo sessions - Online reviews 	<ul style="list-style-type: none"> - Complexity of technical jargon. - Concerns about cost-effectiveness. 	<ul style="list-style-type: none"> - Provide clear ROI and cost-benefit analysis. - Offer free trials or pilot projects.
Purchase	<ul style="list-style-type: none"> - Selects the system and negotiates terms. - Orders installation for pipeline infrastructure. 	<ul style="list-style-type: none"> - Sales representatives - Contracts and agreements 	<ul style="list-style-type: none"> - Concerns about downtime during installation. - Initial investment cost. 	<ul style="list-style-type: none"> - Provide flexible pricing plans. - Ensure quick and seamless setup.
Onboarding	<ul style="list-style-type: none"> - System installation begins. - Staff trained to use the mobile SMS app and dashboard. 	<ul style="list-style-type: none"> - Installation team - Training sessions - Support portal 	<ul style="list-style-type: none"> - Initial learning curve for staff. - Fear of false alarms. 	<ul style="list-style-type: none"> - Provide intuitive interfaces. - Offer 24/7 onboarding support.
Use	<ul style="list-style-type: none"> - System monitors pipelines in real-time. - Receives SMS alerts during incidents. 	<ul style="list-style-type: none"> - Mobile app - SMS notifications - Web dashboard 	<ul style="list-style-type: none"> - Occasional network delays. - Misinterpretation of data by staff. 	<ul style="list-style-type: none"> - Use predictive maintenance alerts. - Simplify alerts to be actionable and precise.
Resolution	<ul style="list-style-type: none"> - Responds to detected leakages or damages. - Reviews historical data to improve operations. 	<ul style="list-style-type: none"> - Incident logs - Customer support - Analytics reports 	<ul style="list-style-type: none"> - Limited time to resolve emergencies. - Need for clear instructions during crises. 	<ul style="list-style-type: none"> - Offer playbooks for crisis management. - Enable collaboration through the app.
Feedback	<ul style="list-style-type: none"> - Shares feedback on system performance. - Recommends improvements. 	<ul style="list-style-type: none"> - Customer feedback forms - Surveys - Support team 	<ul style="list-style-type: none"> - Difficulty in getting support team responses. - Insufficient post-installation engagement. 	<ul style="list-style-type: none"> - Build a feedback loop to improve products. - Create a customer success program.