

Mission #2 – Mission “Business Journeys”

Depict the Following key business journeys of Safesure –

- a. Sales Journey of existing and new customers – through following stages
 - knowing about Safesure offering, evaluation of options, purchase insurance policy
- b. Servicing Journey of existing customers –
 - Change address related to existing policy
- c. Servicing Journey of existing customers –
 - Opt in for additional insurance coverage and pay for it

Request you to highlight the following aspects related to each of the journeys–

- *Touchpoint(s) of the customers*
- *potential backend systems involved in each step of the journey*
- *the bottlenecks in each step*
- *the digital initiatives that you have suggested in your Digital Charter in last Mission*
- *the outcome/KPI of the journeys*

