

### Customer Journey Stages:

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