

stage	awareness	consideration	decision	service	loyalty
customer actions	views online advertisement	product research and pricing comparision	makes a purchase	receives products	return purchase
touch points	social media	website	website	email	survey
customer experience	😞	😊	😊	😡	😍
bussiness goal	increase awareness and interest	increase website sessions	increase online sales	improve customer satisfaction	
KPIS	post engagement	new website visits	online sales	customer service success rate	