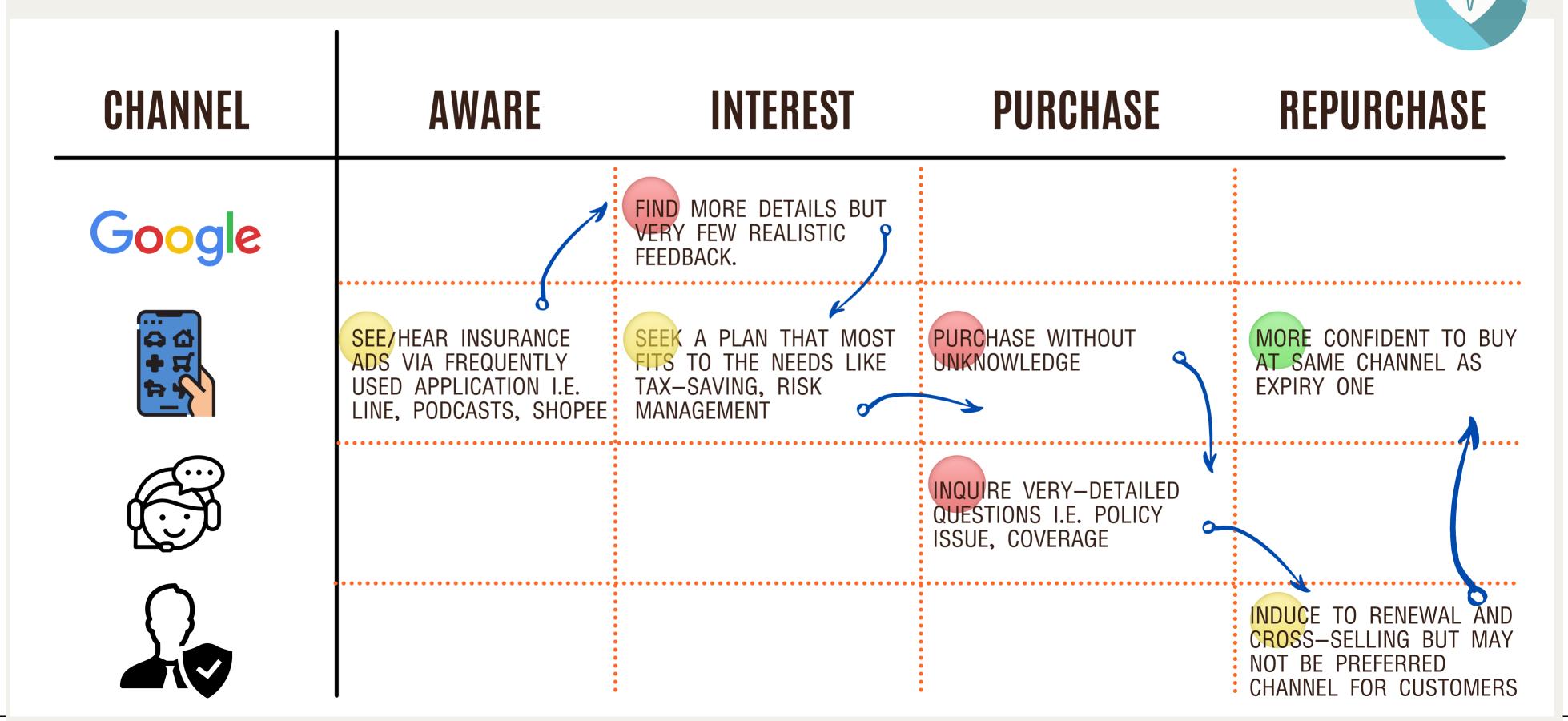
## 1. CUSTOMER JOURNEY: HEALTH INSURANCE



## 2. FIXING CUSTOMER JOURNEY



CHANNEL	AWARE	INTEREST	PURCHASE	REPURCHASE
Google	1	FIND MORE DETAILS BUT VERY FEW REALISTIC FEEDBACK.		
	SEE/HEAR INSURANCE ADS VIA FREQUENTLY USED APPLICATION I.E. LINE, PODCASTS, SHOPEE	SEEK A PLAN THAT MOST FITS TO THE NEEDS LIKE TAX—SAVING, RISK MANAGEMENT	PURCHASE WITHOUT UNKNOWLEDGE  NLP FEEDBACK	MORE CONFIDENT TO BUY AT SAME CHANNEL AS EXPIRY ONE
	CONVERSION	RATE OPTIMIZATION	INQUIRE VERY-DETAILED QUESTIONS I.E. POLICY ISSUE, COVERAGE	CLUSTERING MODEL
			· · · · · · · · · · · · · · · · · · ·	INDUCE TO RENEWAL AND CROSS—SELLING BUT MAY

## 3. COLLECT DATA THROUGH CUSTOMER JOURNEY

