

HOMEWORK 04







CUSTOMER JOURNEY

BADS7105 – CRM Analytics and Intelligence

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Buy the game after playing the demo version

Channel	Awareness	Information Search	Playing	Multiplayer game
Website	First check a website with info. 			
App Store		App store might prevent players from installing it. 	Easy purchase method 	
Social Media				Multiplayer is tricky. There might be some questions. 
Friends	Talk about the game with my friends			
Forum		Finding solution to fix it		