



VectorStock

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STAGE	TOUCH POINTS	CUSTOMER THOUGHTS	PAIN POINTS	OPPORTUNITIES
AWARENESS	Ads, Webinars, and Trade shows	"this could improve our safety standards"	Lack of clarity on ROI and benefits	Use real world case studies for impact
CONSIDERATION	Product demo, customer testimonials	"How does this integrate with our system?"	Concerns about compatibility and scalability	Offer free trials and detailed system guides
PURCHASE	Signing contracts, onboarding process	"will this work as promised?"	Initial setup and sense of installation issue	Provide onboarding support and training
USAGE	Daily dashboard monitoring, alerts, reports	"Is the system reliable and accurate?"	Data overload or false alerts	Develop user-friendly filters and settings
SUPPORT & RETENTION	Maintenance services, customer support interactions	"How quickly can we resolve issues?"	Delays in technical support	Ensure 24/7 support with quick response times