SoSE Customer journeys via different channels

KEY

- Face to Face route
- Assisted Digital route
- Online route - active start
- Online route - passive start
- Offline route preferred
- Online - webchat
- ○ Action
- | Event
- ┈ Potential future vision

Customer hear about SoSE

Enquiry Face to face with someone connected to SoSE (Chambers, Business Gateway, or Local Authorities for example)

Face to face conversation with an advisor in one of the local offices or local partners

business gateway Connect with us

Dumfries & Galloway

Scottish Borders COUNCIL

SOUTH of SCOTLAND ENTERPRISE

The phone number or address of the local office of local partner who can answer their request is provided during the call

Customer become aware of SoSE and its phone number

Call

Leave a message

Get called back

Make an Enquiry by phone

Receive an email answer after the call

Customer Search for support online

Find SoSE website

Look for support (service or product) on the website

Submit a general enquiry online (via email or webform)

SoSE team refers the enquiry to the partner(s) who can answer

Enquiry reaches the correct partner who will follow their process to answer

Google   DuckDuckGo   SOUTH of SCOTLAND ENTERPRISE

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SoSE Team calls back if customer had expressed a preference for phone call over email

Customer see a post about SoSE in Social media

Interested in a business product

Signposted to the FBS website

FindBusinessSupport.gov.scot

Twitter   LinkedIn   Facebook

Interested in a community product

Submit a general enquiry online (via email or webform)

SoSE team deals with the enquiry

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Look for an event

Submit an enquiry online for a specific SoSE service or product?

SoSE Team deal with the enquiry

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Signposted

Register to an event via BG website or via FBS website

FindBusinessSupport.gov.scot

business gateway Connect with us

Signposted

Register to an event on the SoSE Eventbrite

eventbrite

browse events listed on the website?

Register to an event

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If we can replicate the FBS Event display on the SoSE website , Could potentially include come community envents

Customer receive support via webchat