Customer Journey

	Sales				On-Boarding	Training	Happiness	Support
PHYSICAL EVIDENCE	Website, Meeting	Email, Phone, Meeting	Contract	Virtual checkout	Email	Website	Website	Email, Website, Phone
CUSTOMER ACTIONS	Researches Product	Asks Questions	Sold and Ready ③	Completes Bill Pay ④	Receives Welcome Email	Needs Training	Uses Product	Needs Support
Line of interaction								
BRAND ACTIONS	Product Awareness	Overview Info About Product ①	Send Contract	Send Bill Pay	Setup Customer	Training Center	Sends Email Requesting Feedback	Support Center
Line of visibility								
OFFICE ACTIONS	Publish Content Website & Brand Channels	Product Demos and Details ②	Signed Contract			Publish Content to Training Center		Support Agents Publish KB & Answer Tickets
Line of internal interaction								
SUPPORTING ACTIONS	Marketing Content	Sales Support	CRM & Document Signing Platform	CRM & Billing System	CRM & Software Platform	Training Content	Automation Email	Support Platform

Opportunity Phases

① Interest	② Evaluation	Hold / Review	③ Contract	④ Won Closed

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