

Customer Journey Map

Customer Expectations

Easily find information & resources online to help educate our organization on best practices.

Vendors have information online about their solutions, pricing and differentiation.

1. Build Business Case for formal project approval

Determine requirements and short-list of vendors.

3. Create RFP and invite vendors to present solutions

EVALUATION/COMPARISON

(30-90 Days)

Talk to Other People - Get Excited About Us

LinkedIn Connections, Quora Answers, etc.)

Product Demo with Sales - Overwhelmed

(Happy with product but get stressed out that

they are not ready to start this initiative yet.

Lead Nurturing Email Campaign - Upset

Re-engage with us happily once they have

Speak to Analyst Firm - Reassured

assurance from reputable firm.

· What are our requirements? Do we need to do this now?

Feel they get too many emails from us too soon

and 20% unsubscribe from all emails from us.

(Find Facebook Fans, Twitter Followers,

Can speak to customers in our industry about their experience.

1. Determine ROI/TCO for project

2. Select a vendor to conduct pilot program

3. Negotiate contract with favorable terms

DECISION/PURCHASE

(14-30 Days)

Get Buy-In from CFO - Stressed

Negotiate Contract - Conflicted

Want to get best possible pricing but

don't want to sign a multi-year deal.

and we don't help them much

Select Vendor - Relieved

happy to select a vendor.

Don't know how to predict ROI/TCO

(After many demos and internal meetings,

Documentation is available and clear regarding install.

IMPLEMENTATION

(14-21 Days)

Kick-Off Call - Excited

Enthused and ready to

get project going.

Phase 1 - Pleased

Work with customer success

team to get phase 1 launched.

Integrations - Disillusioned

more costly than anticipated.

Disappointed that integrations are

1. Get system up-and-running

2. Integrate other applications

3. Train users and drive adoption

Online support community, FAQ: service-level-agreement.

SUPPORT/RENEW

(Lifetime Average: 3 Years)

Support - Satisfied

Getting help but want

faster response time.

Renewal - Content

Unhappy with price

features and value.

increase on renewal but happy with added

1. Get timely resolution to support requests

2. Minimize price increases at renewal

Customer Experience Journey -

RESPONSE

1. Learn best practices for top companies

2. Find information & resources that help educate and prepare company for a new project

DISCOVERY/RESEARCH

(30-60 Days)

- Online Research Pleased to Find Info (Google Searches, Analyst Firms, Blogs, Tech Reviews, etc.)
- Website Visit Excited to Get Resources (Sign Up to Get Content - Video, Webinars, Whitepapers, Case Studies, etc.
 - Call from Sales Representative Annoyed Typically annoyed as not ready for sales call, ask to be called back in a few months.
 - Live Chat with Us Disappointed Initial questions answered promptly, but wish we would reveal pricing on live chat.
 - · Why isn't there more info available online for solutions for our industry?
 - Do we have budget for this project?

Pleased

Upset

- · How long will this take to implement?
- . Who are the key players in the market?
- What are our competitors doing about this? . How do I build the business case for this purchase?
- · What features and functions are available? · What do industry analysts think of each vendor?
- How will this integrate with our existing infrastructure?

• Who should be on our short-list of potential vendors?

- Will this vendor be around in 5 years to support us? What is the expected ROI/TCO for this program?
- · What does post-purchase support look like?
- Are there any options for payment terms?
- · Will we be locked into a long-term contract?
- Are there any reference customers in our industry?
- Where are the support documents?
- · What is timeframe to go-live? . I thought the implementation would be

How do we need to staff this program?

- easier than this! · Our business users better adopt this.
- . I have to wait on hold WAY too long to speak

our account?

Why don't you contact us before auto-renewing

- with a customer support rep. Why do I have to pay extra for support?

· Can we get a discount for a 3-year deal?

Pleased

Recommendations

EXPERIENCE

- IDEAS TO **IMPROVE**

- Build "Quick-Start" consulting offering