

The Customer Lifecycle Journey



STAGE OF JOURNEY + WHO THE CUSTOMER IS	AWARENESS STRANGER	CONSIDERATION VISITOR	DECISION LEAD	SERVICE CUSTOMER	LOYALTY RAVING FAN
CUSTOMER ACTIONS	View online ad/social media post, hear about your brand from friends, see you on media	Visit your website, Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service	Make another purchase, share experience, refer your brand
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Come to your live event, visit a sales page, have a consult 1-1 call, website, app, phone	In person, virtual, Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 
KPIs	Number of people reached	Number of workshop sign ups/ New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

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