

Custellence | Main

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Map list

Custellence

Getting a haircut

All changes saved

Customer Lifecycle

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Before

During

Customer Activities & Situations

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Getting invited to speak at a conference

Thinking about getting a haircut

Booking the appointment

Checking if there are no delays through WhatsApp

Taking the bike to the barber

Sitting in the chair and chatting with the barber

Paying the bill

Customer Needs

👤

Book this appointment in 2 minutes, on my own schedule. Even if it's 11:00 p.m. and I'm...

I want to know up front if there are any delays so I can plan my trip accordingly. Waiting at the...

I like to feel recognized as a customer

Customer Experience

❤️

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+ New lane