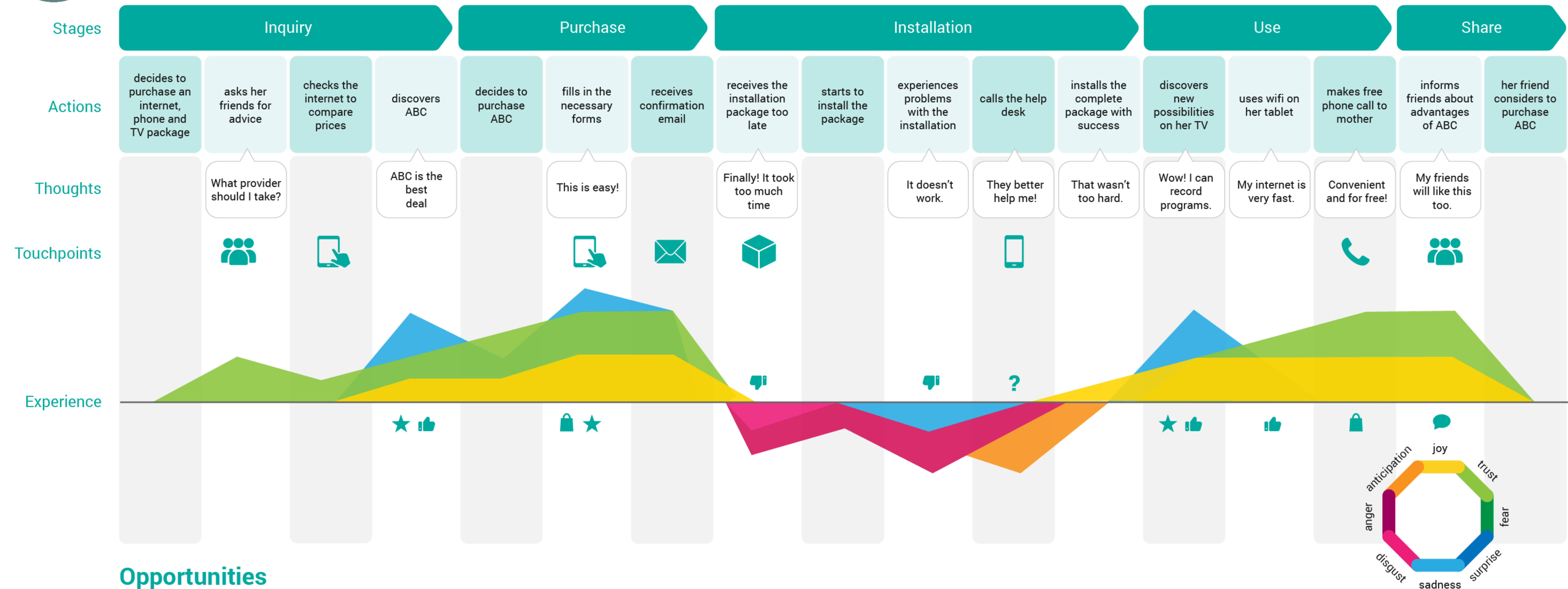




# Experience Map

Eva is moving to Amsterdam. She needs phone, internet and TV services. She will base her choice on price, availability and previous experience with service providers.



## Opportunities

### Attract and Convert

Emphasize the benefits of the ABC package.  
Stage: Inquiry

Use different channels to advertise the ABC package.  
Stage: Inquiry

Provide online comparing possibilities with other services.  
Stage: Inquiry

Attract attention on social media such as Facebook.  
Stage: Inquiry

Enable discussions on social media about services.  
Stage: Inquiry

### Support

Reward new customers during the waiting process.  
Stage: Purchase

Provide clear information about delivery times repeatedly.  
Stage: Purchase

Provide easy to reach support through different channels.  
Stage: Installation

Provide professional, attentive, and friendly support for free.  
Stage: Installation

Provide clear and easy to find do-it-yourself manuals.  
Stage: Installation

### Share

Offer unique features with the ABC package.  
Stage: Use

Reward customers who use ABC intensively.  
Stage: Use

Enable customers to easily recommend ABC online.  
Stage: Share

Reward customers who recommend ABC.  
Stage: Share