



# Simplified customer journey

|   | Attract | Choose | Use | Support | Retain |
|---|---------|--------|-----|---------|--------|
| What the customer does?<br>.....<br>.....<br>.....                                  |         |        |     |         |        |
|   |         |        |     |         |        |
|  |         |        |     |         |        |
| What the service provider does?<br>.....<br>.....<br>.....                          |         |        |     |         |        |