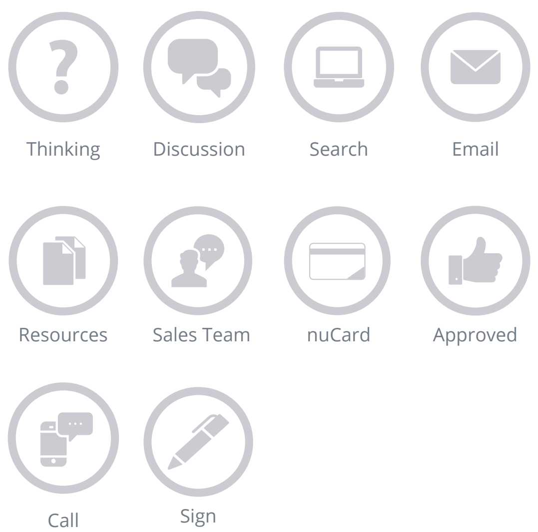
nuHome™

Client Journey Mapping

Legend & Coding

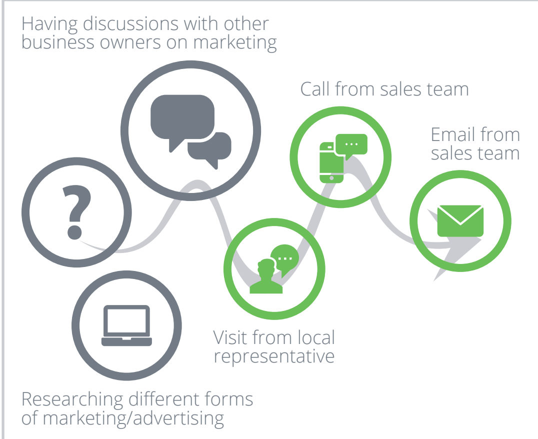


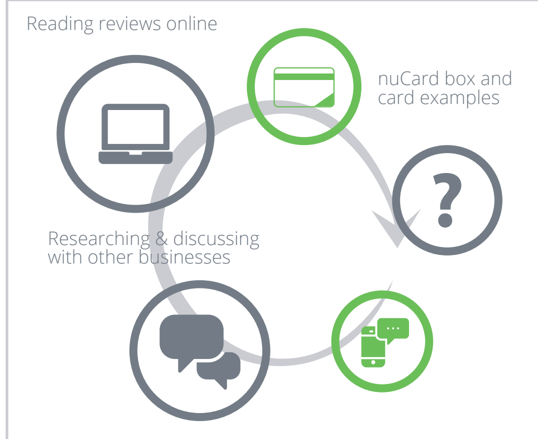
Version 1.0 - 02/18/2016

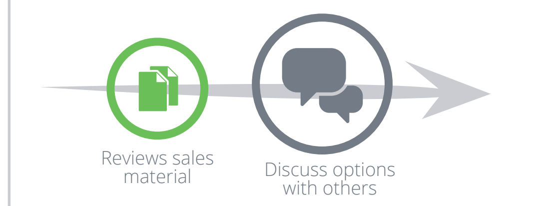
Client Journey & Interactions

STAGES	1 Problem Recognition	2 Search Process	3 Evaluation	4 Selection Stage
THINKING	• How can I generate more business? • Do I need marketing/lead generating? • Where should I be spending money? • Can I afford marketing/lead generating? • Is my current marketing strategy working?	• How much am I willing to pay? • How do I find a quality provider? • What information do I need to make an informed decision? • Do I need assistance implementing a marketing strategy?	• How do I narrow down the solutions? • Can I do this myself? • Can I see examples of some nuCards? • What are the other costs to having this service? • Which solution is the best for me? • Where can I read reviews on this company? • Who can I trust & provides me value?	• Which service fits my business needs? • How do I purchase and who do I need to speak with? • What are the best deals and promotions right now? • What do I know about the various marketing solutions?

DOING

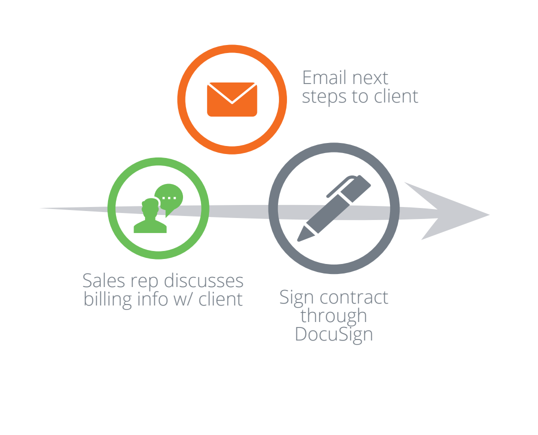
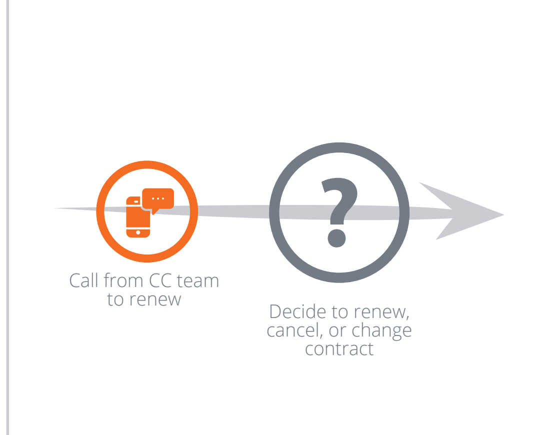






	Problem Recognition	Search Process	Evaluation	Selection Stage
FEELING	• Anxiety • Skeptical • Confusion	• Determined • Overwhelmed • Curious	• Unsure • Overwhelmed • Intrigued	• Anxiety • Determined • Unsure
Current Journey				
	- Sales rep contacts client via phone call/email/cold call - Fact finding- Sales rep researches client for problem recognition	- Sales rep sets up appointment with client - Sales rep explains product solutions with help of marketing materials	- Sales rep follows up with client via phone call/email/visit - Sales rep helps client choose correct solution	- Sales rep closes the sale (after meeting with the client on average 2.5 times)
Weaknesses				
	- Not recognizing the most credible clients - Lack of brand recognition/awareness	- Lack of informative/engaging website - Quality of sales material/brochures is weak - Understanding of products and services - confusing	- Solutions may not be the right choice for a certain type of business - Lack of quality reasearch online - nuCard box examples are not ideal for client	- No sales materials on what comes next for the client - Client not exactly sure of what they purchased
Opportunities				
MARKETING	• Develop battlecard for sales as a tool	• Develop product and pricing sheets • Enhance the website to better describe our products and services	• Have testimonials and reviews on website and social media • Enhance the website to better describe our products and services	• Develop battlecard for sales as a tool
SALES	• Calling or visiting a prospect based on sales activity or call list prepared by sales planning • Rep helps prospect recognize problems w/ their current marketing strategy	• Rep follows up with prospect by calling or visiting • Rep sets up meeting with prospect to further discuss services and answer questions • Depending on outcome of initial meeting or call, rep then shares sales support materials with prospect	• Rep provides examples of the company's box and nuCards • Rep answers questions from the prospect	• Rep sets up meeting to go through presentation to ensure understanding of our services • Rep closes the sales with tips from the battlecard
CC				
BILLING				
IT				

Client Journey & Interactions

STAGES	Purchase 5	Post Purchase 6	Evaluation of Decision 7	Renewal 8
THINKING	• When does billing start? • How do I send in my contract? • How long is my contract? • Who do I send my payment information to? • How do I pay? • Who do I send my contract to?	• Did I make the right decision? • What is the next step? • What should I expect from the provider? • When can I expect to see results? • Whom do I contact if I am not satisfied with my service? • Where do I send my artwork for my nuCard? • How can I view my ROI?	• Have I had a good experience so far? • Have the services met my expectations? • Have I received any ROI? • What are other options to enhance my services? • How do I know that these services are working? • Do I want to continue w/ these products? • Where can I review my experience?	• Should I renew or switch services? • Are there any deals for me to stay? • How do I renew? • Do I want to continue my services?
DOING				
FEELING	• Confident • Determined • Excited	• Nervous • Excited • Unsure • Relief	• Unsure • Inquisitive	• Anxiety • Determined • Unsure

Current Journey

	- CC Rep is assigned to a team of Lead Generating Specialists - Live DocuSign with CC rep, Lead Generating Specialists & Client - Lead Generating Specialist sets up client onboarding appt. w/ Customer Care Rep - Customer Care Rep sets up client account in SalesForce - Billing receives payment info from docusign and processes payment	- Customer Care Rep works w/ client to develop nuCard - Customer Care Rep onboards client and reviews services purchased w/ them.	- Customer Care Rep checks in with client on bi-weekly basis to review results - Customer Care Rep is client's point of contact for any questions/concerns	- Renewals are automatic and are for 12 months unless client cancels 30 days in advance - Customer Care Rep handles client service changes, renewals, and artwork reworks.

Weaknesses

	- Unclear of signing a DocuSign - not reading the contract - Billing is confusing to the client - Not sure of what happens next - sign and done we take care of the rest is what they think	- Not sure how the artwork process works - Does not know who to contact or if they need to contact someone - Lack of communication	- Not seeing any leads come from the nuCard - Knowledge of how long it takes and that it's a long term investment - Don't know who/where to go to cancel	- Renewal process is automatic - No contact with the client

Opportunities

MARKETING		• Develop presentation • Develop emails for all parts of the process	• Send clients surveys regarding their experiences	
SALES	• Billing process is reviewed with client • Sales collects the payment information • Sales sends client copy of contract along with next steps and art guidelines • Rep reads through contract w/ client			
CC	• Sets up client account in salesforce • Separate account into opportunities in salesforce for the different markets purchased • Send out product specific email with next steps for client	• Reviews services purchased and indroduction presentation with client • Receives artwork from client for nuCard • Sends artwork over to graphics for design of nuCard	• Check in monthly with client • Review results and what they could be doing to increase ROI • Answer any and all client questions throughout term of services	• Upsell on additional services • Inform client of new services provided by the company • Inform client of renewal of contract • Collect new artwork and payment if client renews • Update account information in Salesforce
BILLING	• Receives billing information from DocuSign for processing			• Update payment information
IT			• Create Salesforce reports to track client results	

nuHome™

Client Journey Mapping

Legend & Coding

Non-linear, time based

Changing, non-linear

Linear process