Customer Journey Map: 'Front of House'

Start ──► End

01	02	03	04	05	06

Awareness	Consideration	Purchase	Services	Loyalty	Advocacy
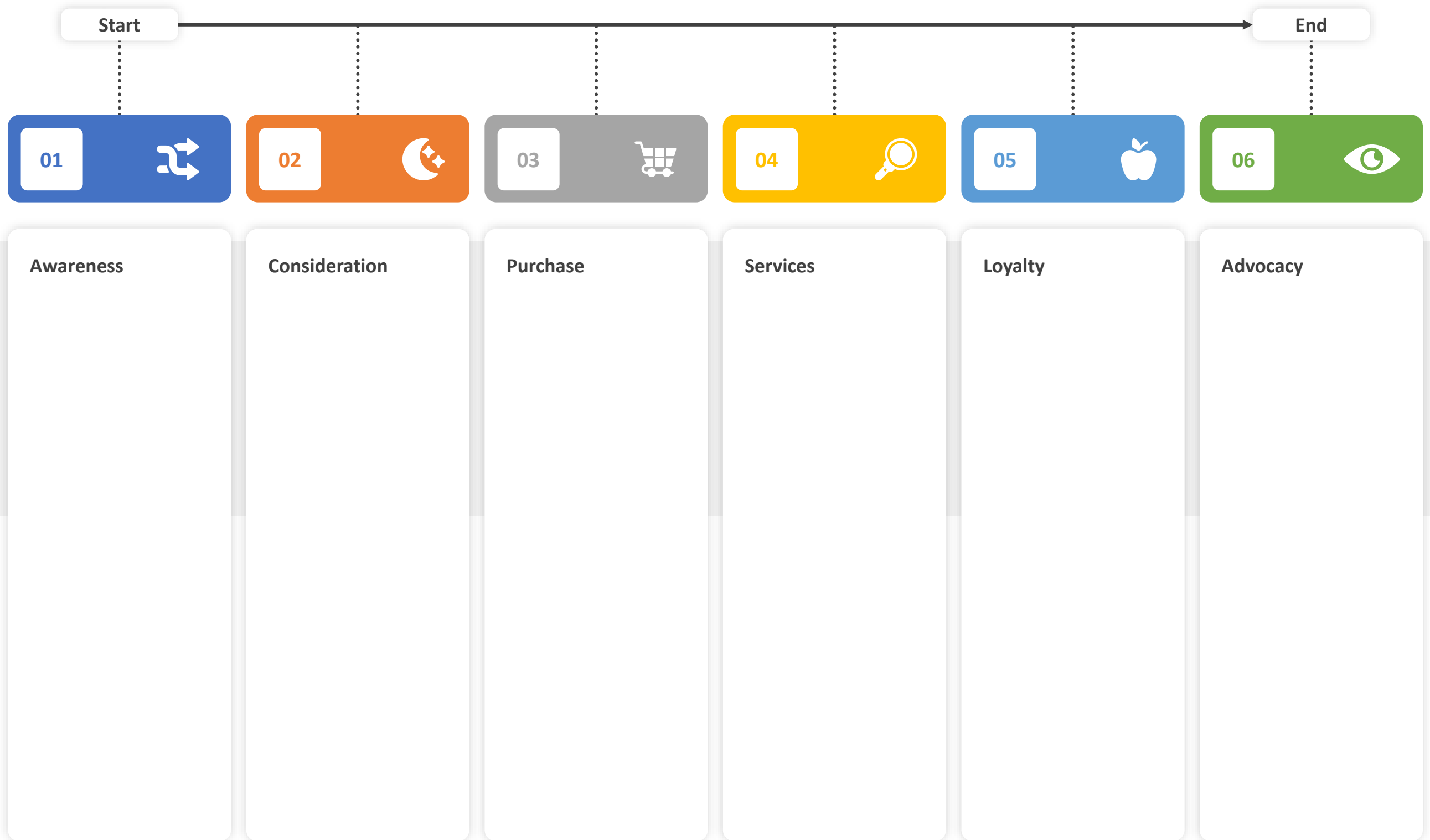
Customer Journey Map: 'Back of House'

Start ──► End

01	02	03	04

Awareness

Implementation

Optimisation

Advocacy