CUSTOMER JOURNEY MAP

BUY -

KEY CUSTOMER	CUSTOMER	ANALYZING		
TOUCHPOINTS	MEETING	CUSTOMER NEEDS		
EXPECTED CUSTOMER CONTACT	 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER 	 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER 		
TOUCHPOINT DETAILS	OFFICIAL INTRODUCTION TO LOGIX AND THE LOGIX TEAM	REVIEW CURRENT SERVICES, CONDUCT A "NEEDS ANALYSIS" AND DISCUSS POTENTIAL SOLUTIONS WITH LOGIX		
ENGAGEMENT TYPE				
SUPPORTING DOCUMENTS	PRODUCT OVERVIEW DOCUMENTS	N/A		
LOGIX PERSONNEL	 SALES REP DSM SALES ENGINEER 	 SALES REP DSM SALES ENGINEER 		

GET						USE & PAY		SUPPORT	
PROPOSAL REVIEW	CONTRACT SIGNING	WELCOME EMAIL	SCHEDULE A SITE SURVEY	SERVICE ACTIVATION	COMPLETION NOTICE	ACCOUNT MANAGER INTRODUCTION	BILL REVIEW	MOVE-ADD- CHANGE- BILLING- GENERAL INQUIRY	TROUBLE TICKET
 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER 	 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER 	 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER OFFICE MANAGER 	 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER OFFICE MANAGER 	 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER OFFICE MANAGER 	 CUSTOMER VENDOR TECHNOLOGY DECISION MAKER OFFICE MANAGER 	CUSTOMER VENDORPRIMARY CONTACT	 CUSTOMER VENDOR PRIMARY CONTACT 	 CUSTOMER VENDOR PRIMARY CONTACT 	MAY VARY
FINALIZE PRODUCTS AND SERVICES TO BE DELIVERED BY LOGIX	REVIEW AND EXECUTE LOGIX "SERVICE AGREEMENT"	CUSTOMER ADVISED THAT THEIR ORDER IS BEING PROCESSED.	CUSTOMER ADVISED OF SITE SURVEY AND CABLE PULL	CUSTOMER ADVISED AND AGREES TO ACTIVATION DATE, FOLLOWED BY A MEETING INVITE.	CUSTOMER ADVISED THAT THEIR SERVICES HAVE BEEN ACTIVATED AND ARE NOW BILLING.	INTRODUCTION TO CUSTOMERS ACCOUNT MANAGER / LIFE CYCLE SUPPORT CONTACT (If Applicable)	REVIEW OF FIRST FULL INVOICE-TO-CONTRACT COMPARISON	YOU WILL ENGAGE VARIOUS LOGIX "LIFE CYCLE SUPPORT" AGENTS DEPENDING ON YOUR BUSINESS NEED	CREATE A TICKET WITH OUR CARE TEAM AND WORK DIRECTLY WITH OUR TECHNICAL SUPPORT TO RESOLVE YOUR ISSUE
					E				
SERVICE PROPOSAL	SERVICE AGREEMENT & SUPPORTING DOCUMENTS	WELCOME EMAIL PHONE CALL REVIEWS PRODUCT DETAILS	N/A	MEETING INVITE	NOTICE EMAIL	EMAIL	INVOICE	EMAIL	N/A
 SALES REP DSM SALES ENGINEER 	 SALES REP DSM SALES ENGINEER 	 SALES REP INSTALLATION COORDINATOR (IC) 	• INSTALLATION COORDINATOR (IC)	• INSTALLATION COORDINATOR (IC)	 SALES REP INSTALLATION COORDINATOR (IC) FIELD SERVICES HPBX SUPPORT 	• ACCOUNT RELATIONS MANAGER (ARM)	• BILLING	• ACCOUNT RELATIONS MANAGER (ARM)	 CUSTOMER CARE TECHNICAL SUPPORT

THIS CUSTOMER JOURNEY MAP IS INTENDED TO PROVIDE CUSTOMERS WITH A HIGH LEVEL VIEW OF WHAT TO EXPECT DURING EACH SEGMENT OF THEIR JOURNE • Expected Customer Contact: Shows the typical customer contact that LOGIX will interface with during that touchpoint.

• Touchpoint Details: Shows additional details regarding what is being done at that particular customer touchpoint.

• Engagement Type: Shows what methods of engagement LOGIX personnel will use when reaching out to you for that particular expected touchpoint.

• Supporting Documents: Shows what document(s) or communication(s) are typically sent to customers during that particular touchpoint.

• LOGIX Personnel: Shows "who" from the LOGIX Team will typically be reaching out to you during that touchpoint.

LEGEND: LOGIX PORTAL PHONE CALL EMAIL IN PERSON

LOGIX FIBER NETWORKS