

Customer journey

Awareness

Pam reads about the excursion on the intranet of her workplace. They posted an article about doing research in GoMo. It states that the country is newly found and has a lot of rare flora.

Touchpoint: article



Consideration

Pam visits the website of GoMo and finds out that they use the rhododendron flower already for various products.

Touchpoint: website

Her husband knows some people who have done this excursion. They discovered several new herbs and are now researching them in the lab. These people are considered geniuses.

Touchpoint: word-of-mouth



Purchase

Pam contact her boss and informs him she wants to rent a cabin in GoMo. He gives her the documents to fill in to rent it.

Touchpont: reservation form



Retention

Pam wants to rent the cabin again because she discovered interesting things during her stay. She also loved the fact that food was delivered to her cabin so that she didn't have to meet other people.



Advocacy

Pam recommends to visit GoMo and rent a cabin because she was very pleased with the service. She didn't have to see other people and food was delivered to her. That made it possible for her to completely focus on her research.

Touchpoint: word-of-mouth

