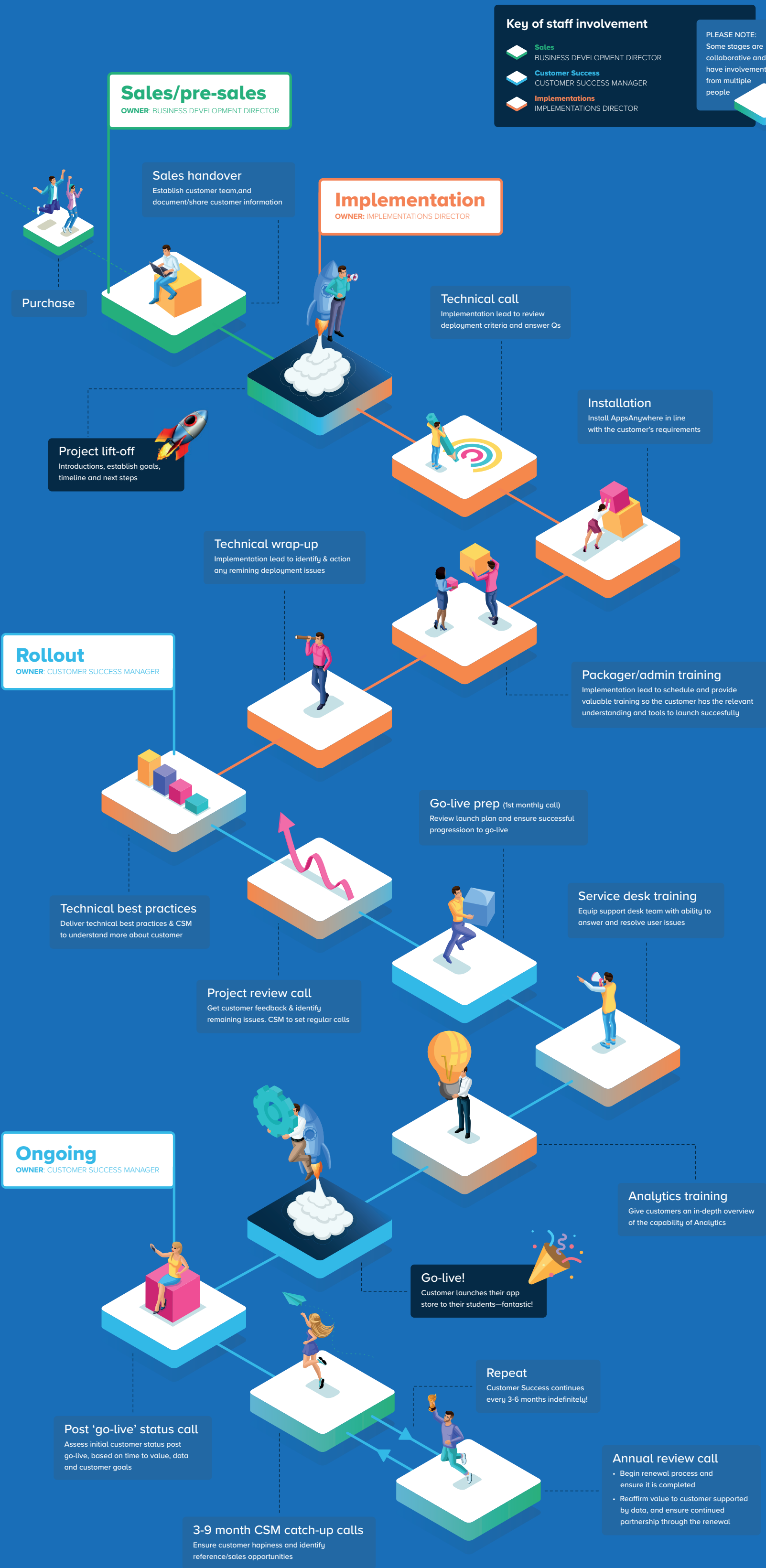


Higher Ed Customer Journey

This maps helps our customers understand:

- What the overall process looks like from start to finish
- What to expect at each stage of the journey
- Who customers deal with at each stage
- The goals and purpose of each stage
- What to expect in upcoming and future stages



Good to remember:

- This shows all the stages our customers go through, at a glance
- Everyone has a role to play in our customers' success
- Everyone should know how they impact customer success
- Everyone should know what comes before and what comes after their own stage
- It helps everyone see where they should (and shouldn't) be involved

By documenting this process, we're able to see where we're good, where we can improve, and how we can drive change, improvement and process enhancements across the journey, to better serve customers now and in the future.