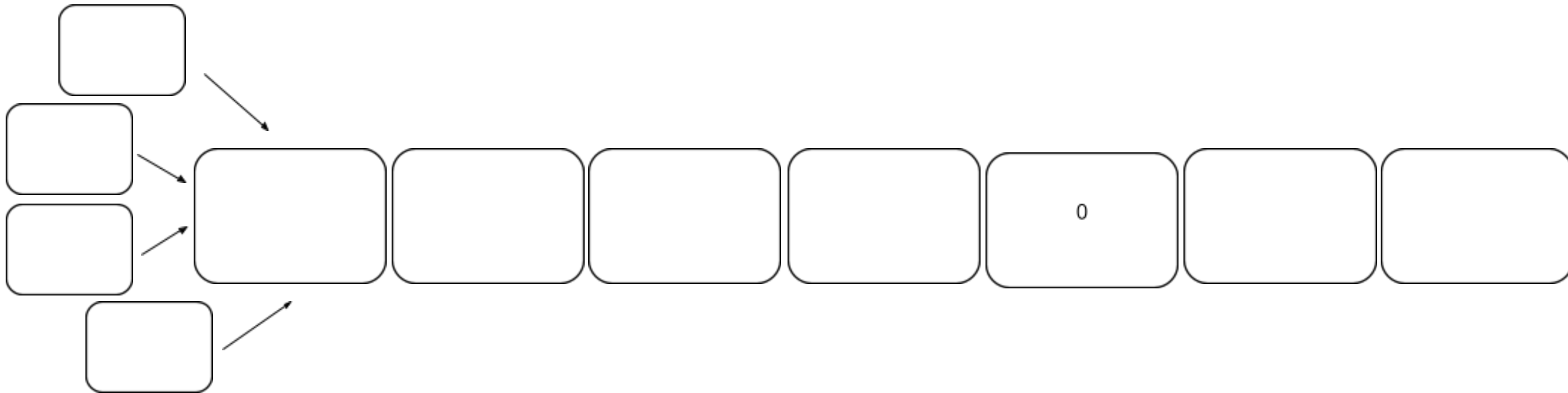


Value Stream

Critical Customer Flow

Customer:

Product or Service:



- A series of linear events that documents the contact a customer or potential customer has with your business.
- How do you they become aware of your business?
- How do they contact you- how do we respond to an enquiry?

- How do you convert to a sale?
- What happens after you make the sale?
- How do you deliver?
- How do you nurture the customer?
- How do you get feedback from the custom

