Customer Journeys

- New Customer Onboarding
- Quotation Journey
- Lapsed Customers
- Order Process
- Sales Process Adrian

New Customer Onboarding

Description

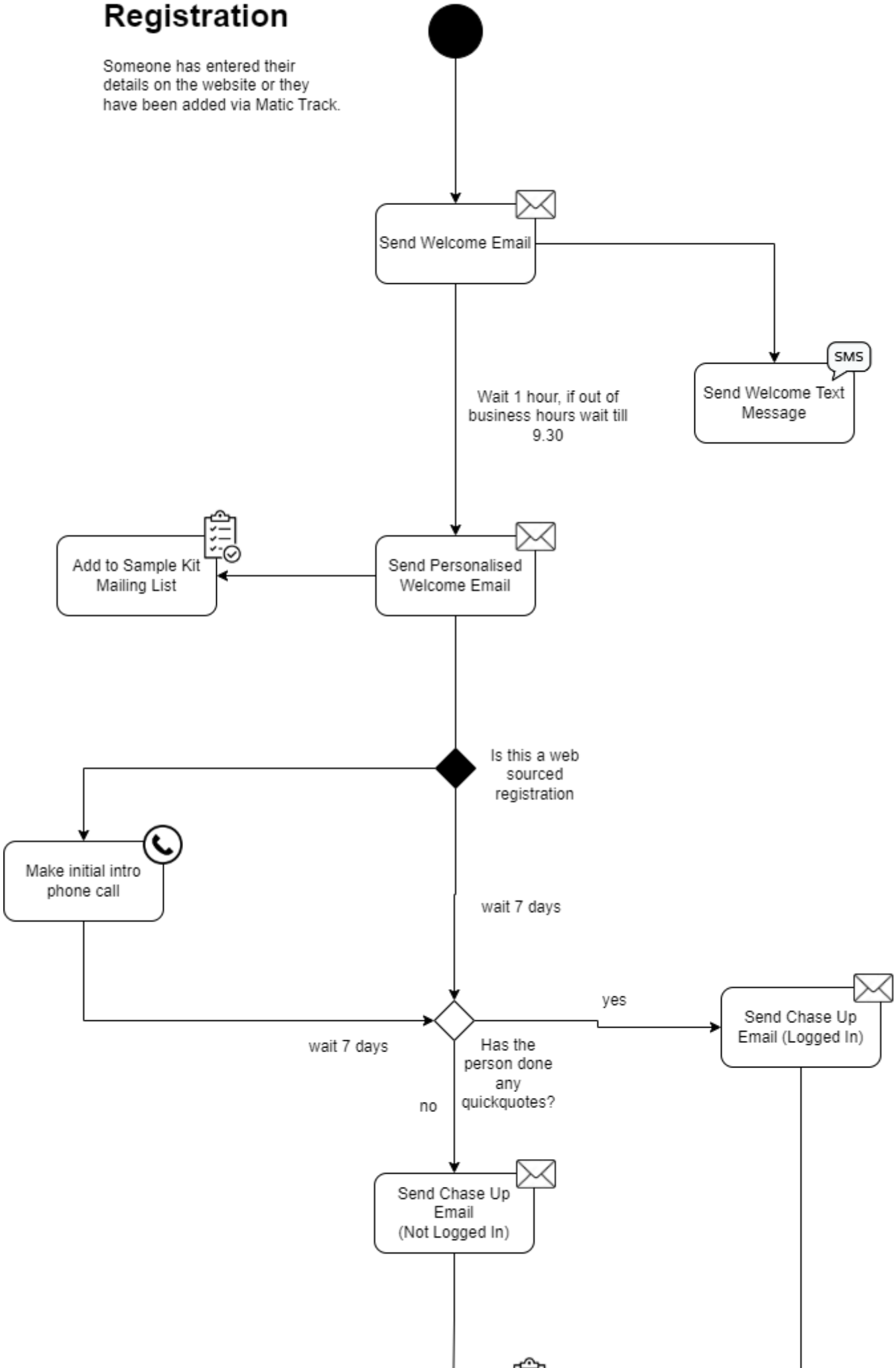
New Customer Onboarding Cycle is split into three customer journeys.

New Registration

This journey covers the system automation from the first week of a customers data entry into the MaticTrack. It also kick starts the the two follow on journeys.

New Registration

Someone has entered their details on the website or they have been added via Matic Track.



Email Content

Welcome Email

Large Format Trade Print Service - View web version

raphicwarehouse TRADE ONLY!

Sell Large Format Print, Easily

WELCOME NAME

Thanks for signing up to Graphic Warehouse!

One of our lovely customer service team will be in contact soon for an introduction. So keep one eye open for our phone call!

In the meantime feel free to have a browse of the website or if you have any specific needs give us a phone call on [phone].

PORTABLE FLAG SYSTEMS



Welcome SMS Message

> Thanks for Signing Up to Graphic Warehouse! One of our lovely sales team will give you a call soon to discuss how you are getting on!
> http://graphicwarehouse.co.uk

Personalised Email

Hi [[forename]],

I see you've signed up to our website Graphic Warehouse!

Just a quick email from me to welcome you personally. Our purpose is to make life easier for our Staff, Customers, Suppliers and Local Community so I'm hoping I can make your life easier by working with us!

We've got over 200 wide format products online that you can price up instantly (everything from Flags & Banners through to over 20 different rigids we print directly to).

Also we've still got our traditional hat on! So you can phone us if you want to talk to someone if you're requirements are a bit bespoke or you need a custom price... or just a general price we love chatting.

My details are below but you can call the customer service team on [[phone]] or we're on live chat from 09:00 to 17:00 Monday to Friday.

I'll give you a phone call in the next couple of minutes just to see how we can fit in to your life.

--



[user]
[company]

+44 (0) 844 209 2274 | +44 (0) 77285 197 080
[email] | 9 Hagmill Road, Coatbridge, Lanarkshire, ML5 4XD
Graphic Warehouse



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Personalised Email - Follow Up - Logged In

Hi [[forename]],

How have you been getting on? I see you've logged into the website since our last chat which is good to see.

Anything of interest you want me to look at?

--

Best regards,

[user]
[company]



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Personalised Email - Follow Up - Not Logged In

Hi [[forename]],

How have you been getting on? I see you've not have a chance to log in since we last talked.

Anything you need me to look at in the meantime?

--

Best regards,

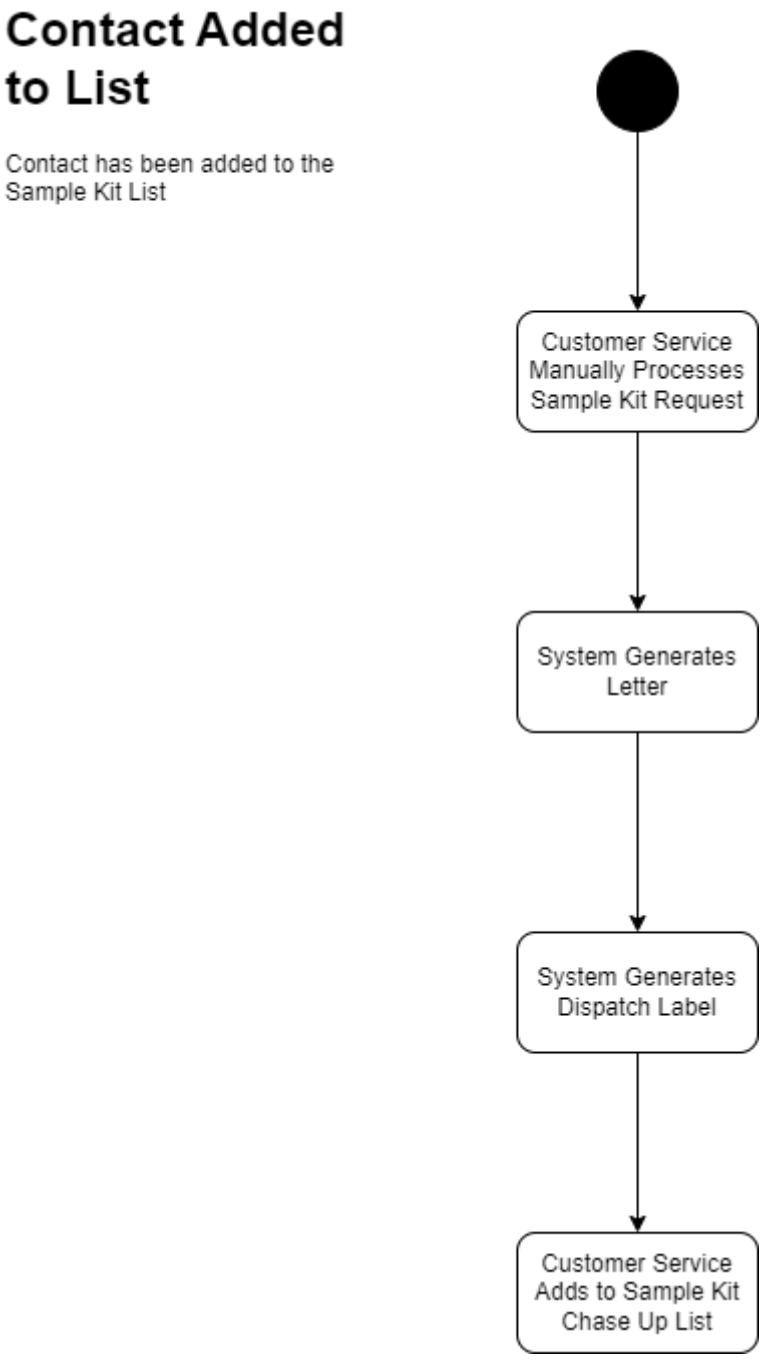
[user]
[company]



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Sample Kit Sent Out

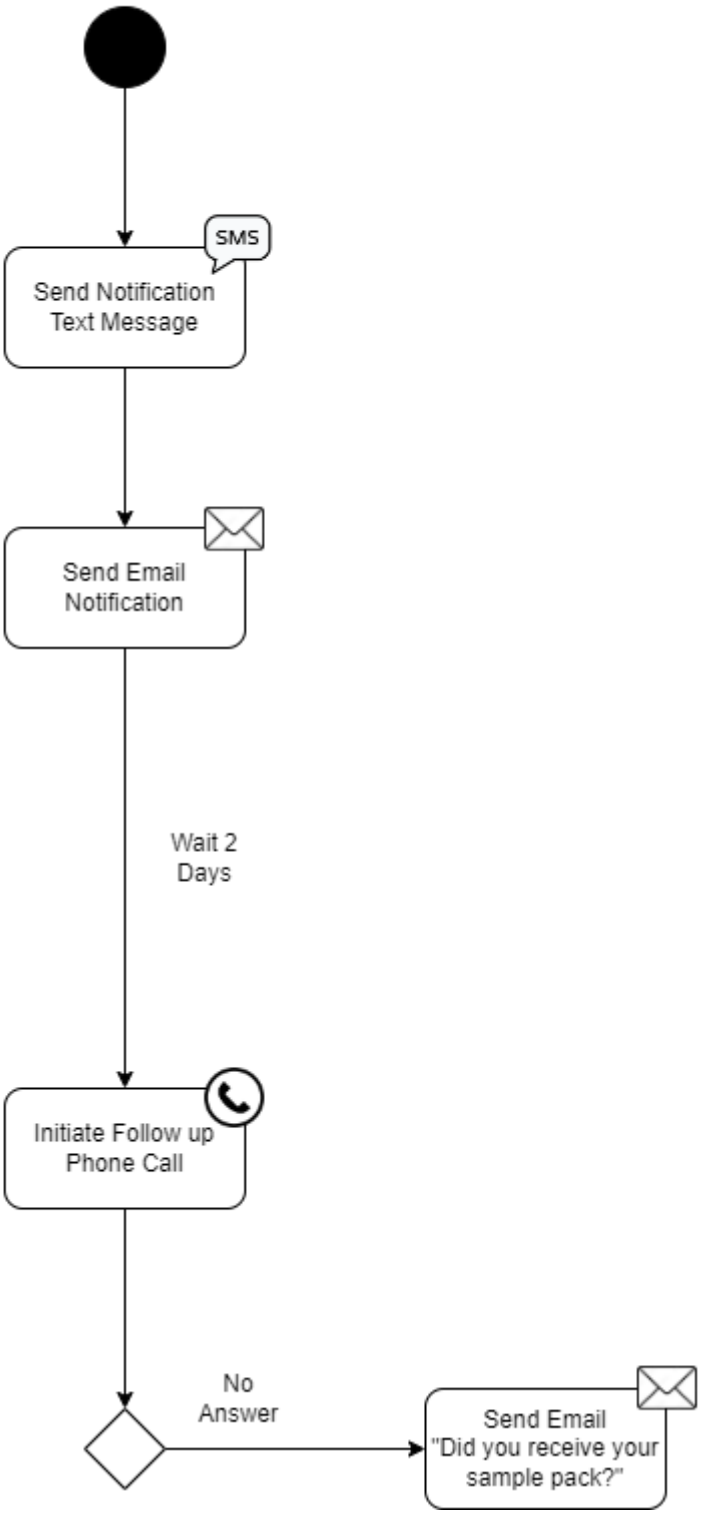
Each new customer is added to the contact



Sample Kit Chase Up

Sample Kit Chase Up

A customer is added to this list when they have been sent out a sample kit.



SMS Notification

> Hey we've popped you out a sample kit in the post!

> It's a big orange box you can't miss it, keep an eye out for it.
>
> Graphic Warehouse Team

Email Notification

raphicwarehouse
Sell Large Format Print, Easily
TRADE ONLY!



YOUR BIG BOX IS COMING

Keep an eye on the post, we've popped you out our **Big Box of Samples.**

Can't wait to see what's inside?
No worries you can watch our preview video here!



Welcome Letter

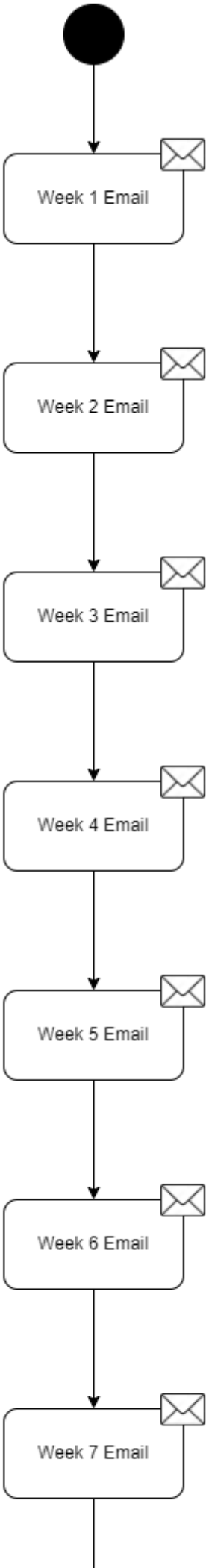
Pdf version: TemporaryLetter.pdf

> [[forename]] [[surname]]
> [[company]]
> [[address1]]
> [[address2]]
> [[city]]
> [[postcode]]
> [[region]]
>
> [[forename]],
>
> Thanks for signing up to Graphic Warehouse – Wide Format Trade Print. Hopefully now you've had a chance to play around on the website.
>
> This sample kit contains our most popular materials, they are all unbranded so you can use them as you want.
>
> If there's something bespoke you'd like for your sample kit or you'd like your own branded box to store them in give us a call on [[phone]].
>
> Regards,
>
> [[user.name]]
> [[user.role]]

Generic Marketing Campaign

Generic Marketing Campaign

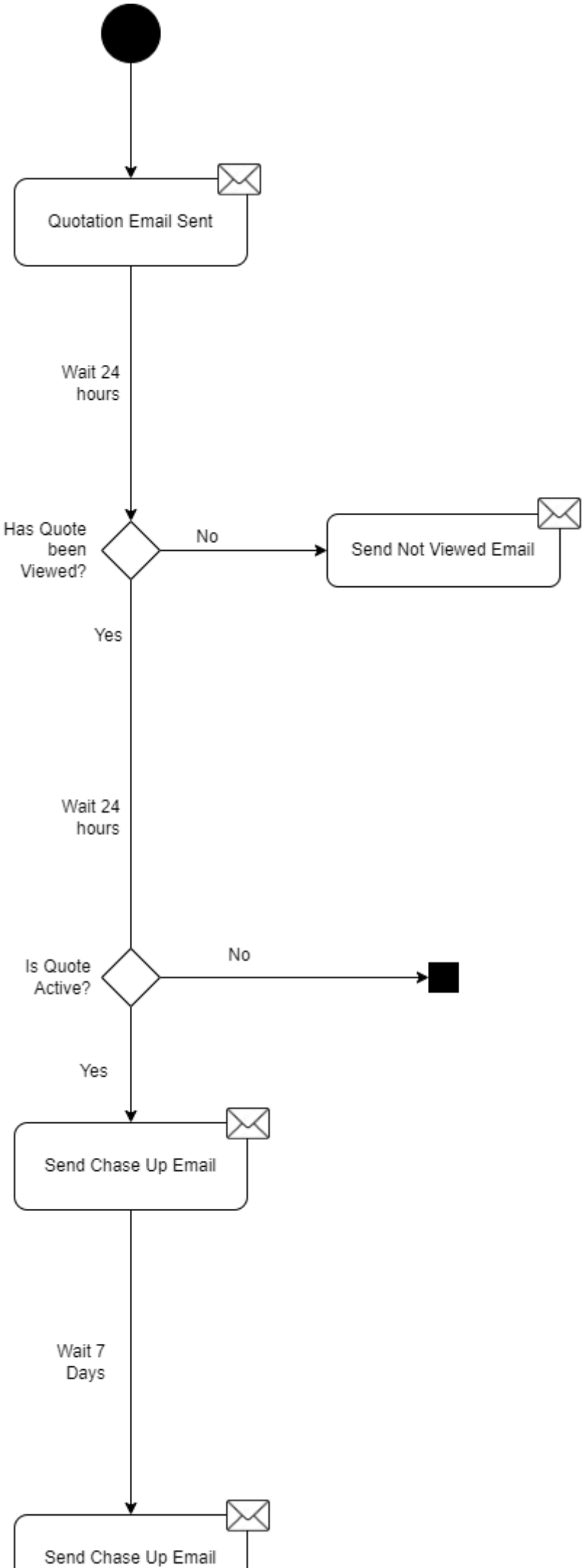
The generic marketing campaign



Quotation Journey

The quotation lifecycle journey beings once a quote has been emailed to a customer.

Customers can be removed from automatic quote chase ups by adding them to the Marketing List (QUOTATION LIFECYCLE DISABLE)

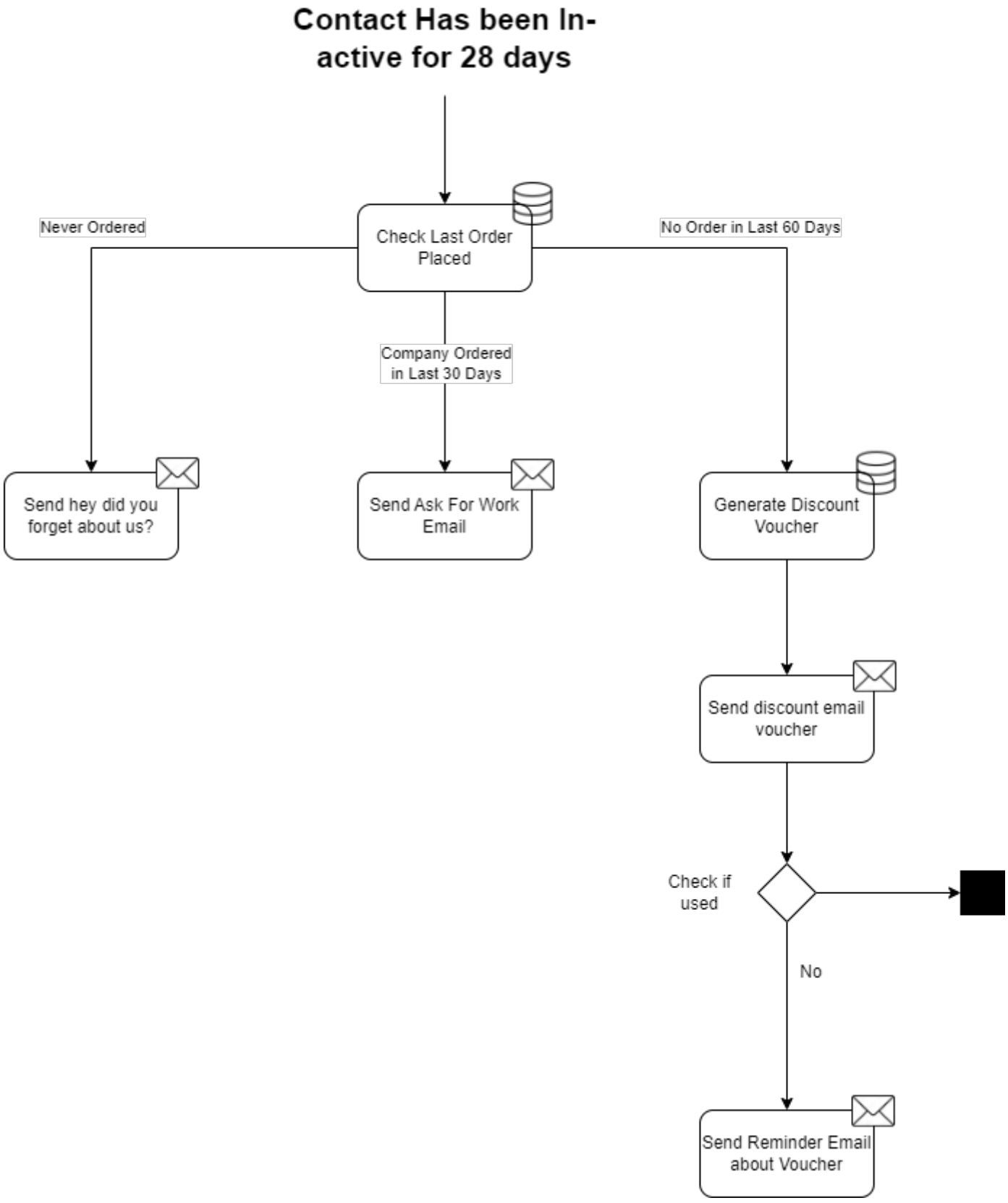

Quotation Email Sent
Wait 24 hours
Has Quote been Viewed?
No
Send Not Viewed Email
Yes
Wait 24 hours
Is Quote Active?
No
Yes
Send Chase Up Email
Wait 7 Days
Send Chase Up Email

Lapsed Customers

Key

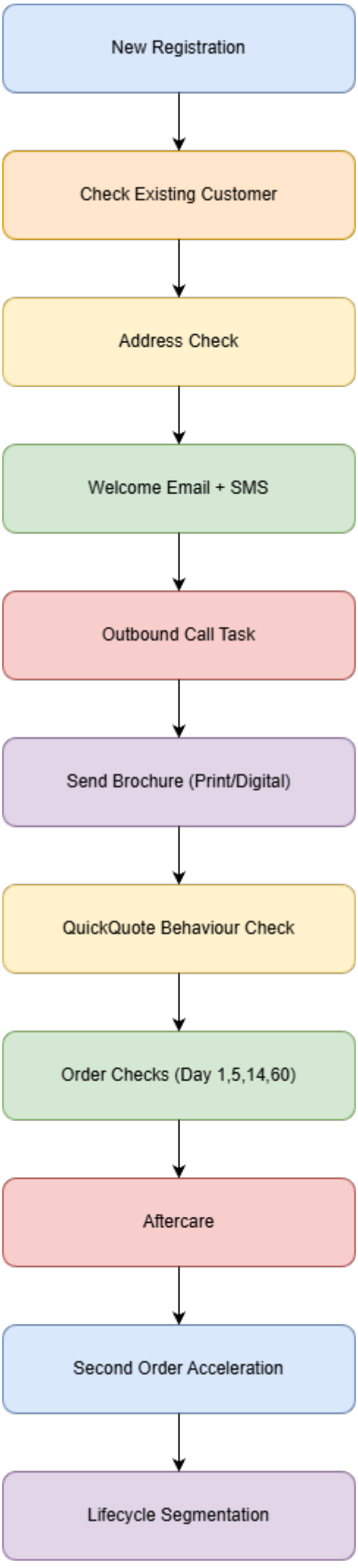
Contact	A member of a company
Never Ordered	Whether the company that the contact is a member of has ever placed an order

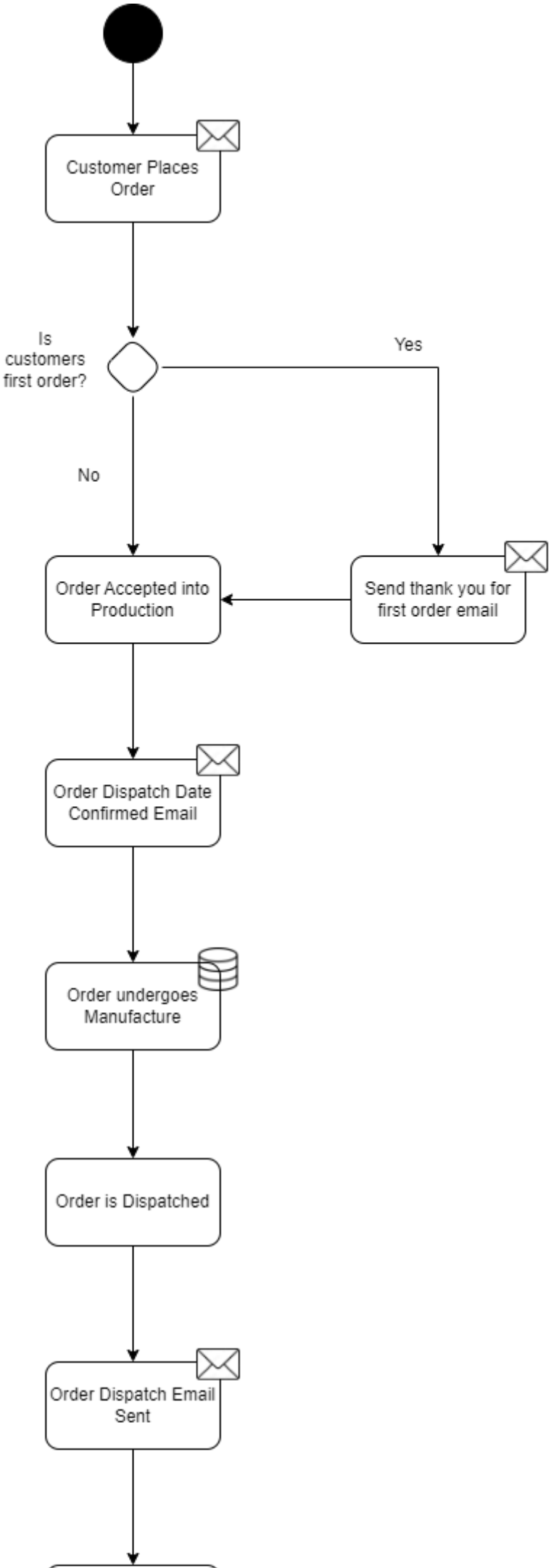
Diagram


Contact Has been In-active for 28 days
Check Last Order Placed
Never Ordered
No Order in Last 60 Days
Company Ordered in Last 30 Days
Send hey did you forget about us?
Send Ask For Work Email
Generate Discount Voucher
Send discount email voucher
Check if used
No
Send Reminder Email about Voucher

Order Process

This journey is used to map a customers interaction when an order is placed.


New Registration
Check Existing Customer
Address Check
Welcome Email + SMS
Outbound Call Task
Send Brochure (Print/Digital)
QuickQuote Behaviour Check
Order Checks (Day 1,5,14,60)
Aftercare
Second Order Acceleration
Lifecycle Segmentation


Customer Places Order
Is customers first order?
Yes
No
Send thank you for first order email
Order Accepted into Production
Order Dispatch Date Confirmed Email
Order undergoes Manufacture
Order is Dispatched
Order Dispatch Email Sent

Sales Process Adrian