Higher Ed Customer Journey

Building a 'Go Live' Status Call: Assess overall readiness and ensure next steps

3-9 month CSM Catch-up Calls: Review customer satisfaction and progress

Annual Review Call: Begin process and ensure success

Describe: Access customer details

Go Live: Assess and score customer readiness

Analytics Training: Assess and improve customer knowledge

Go Live Wrap-up: Assess overall status and ensure success

Project Review Call: Gather customer feedback and identify ongoing issues

Project Lift-off: Introduce, estimate, go live, define next steps

Release: Customer meetings and customer goals

Implementation

Installation

Package/Brief Training

Service Desk Training

Technical Close-up

Technical Wrap-up

Technical Call

Implementation

Sales/Pre-Sales

Sales Handover

Purchase

This maps helps our customers understand:

What the overall process looks like, from start to finish

What the goals are and what each stage means

Who customers ought to talk to at each stage

The goals for each stage

What to expect in upcoming and future stages

Day of Staff Involvement

PLEASE NOTE:

Some stages are collaborative and involve multiple stakeholders.