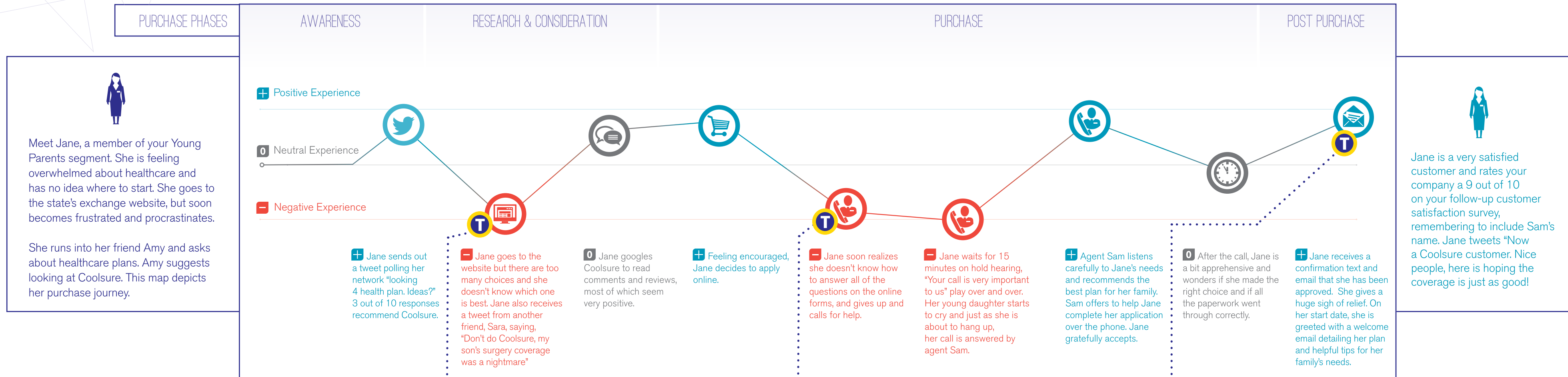


# SAMPLE MAP



## MOMENTS OF TRUTH

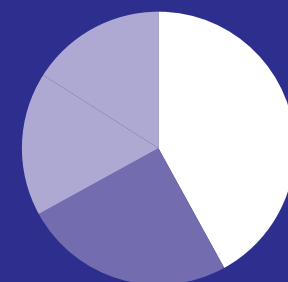
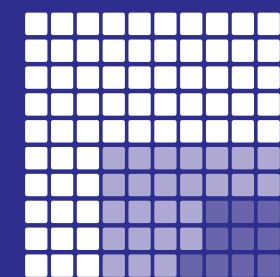
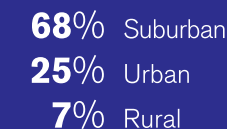
Moments of Truth are the most critical steps in your journey. Get them wrong, and you lose customers. Get them right, and your customers become lifelong advocates. These should be your top priorities.



A Moment of Truth

- The first moment of truth occurs when Jane looks on your website. If she can't quickly find what she's looking for, she moves on to Google and may end up selecting one of your competitors.
- Your second moment of truth is the application process. One fourth of all applications are abandoned before completion, and many of these potential applicants never end up registering with you.
- Your third moment of truth is the first month of coverage. Customers who report a 9 or a 10 in their onboarding survey renew at 75%, versus 25% for those who give you a 0-6 in their initial survey.

## CUSTOMER PROFILE



## WHAT YOUR CUSTOMERS HAD TO SAY

- +** "I love the short emails that come every month with healthy tips. They help me stay on track."
- +** "When I shop for auto insurance it's really easy. I put in my information and up pops three quotes. But choosing health insurance is a job—and one I don't enjoy."
- 0** "Your phone support is terrific – they always help me out. I just wish I didn't have to call them so often."
- "The only problem is there are so many choices. There is a lot to think about and I felt it was hard to figure out what was best."

## IMPORTANCE & SATISFACTION

How important your customers felt the interface or touch point was, and how satisfied they were it.

! Importance    👍 Satisfaction

