

	AWARENESS	DISCOVERY	SELECTION	ENQUIRY	RECEIVE OFFERS	CONSIDER OFFERS	PURCHASE	INSTALLATION	FEEDBACK	RETENTION
	Interested in satellite communications at sea – visit the website –	Navigating a range of solutions that meet customer needs	Selecting the product and airtime plan that meets customer needs	Entering a contact email and your location postcode / zip code, then submit an Enquiry to receive offers	Receiving a notification that the offers are ready - check on the website-	Comparing the quotes and selecting the best deal	Contacting the channel partners of choice and purchasing directly	Having the product installed and configured to the boat by the channel partner	Rate your deal Rate your deal and Service Partner experience	Receiving comms about new products and services
		Moment of truth		Minimum amount of details to be collected from customers	Moment of truth		At this stage the customer is handed over to the partner			
C. Feelings	Curious	Reassured	Confident	Curious	Excited & Interested	Focus and determined to make the right choice	Trusting the process	Pleased by the process	Glad he can give feedback straight to Inmarsat	Interested
C. Journey	Matt sees a Facebook advert about satellite communications and clicks to find out more	He reaches a website where he can learn more about different solutions, and he finds that these match his emotional & rational needs	Matt provides more information to find a relevant solution for him and his boat	He is presented with the call to action of "submit enquiry to local trusted dealers"	He receives a branded email, prompting him to go to the platform to review the offers from the local dealers	Matt clicks to go back to the platform and he compares the solutions quoted and the different dealer profiles	He clicks through to the dealer he wants to contact and purchases the product via the chosen partner	Matt organises the installation via the channel partner at his convenience	He receives a feedback form from Inmarsat to check the quality of the experience, he completes and submits it in just 2 minutes	Matt receives a quarterly newsletter about new products, and chooses to share his experience with friends via social media
Devices										
Inmarsat	Create a compelling MKTG campaign that will drive traffic to the platform. + SEO optimisation + Google Adwords + Social media nplatforms	Content of the platform focused on the value of the solutions and the emotional aspect of boating.	Package products and solutions according to the customer needs/activities.	Collect details from customers and send them to CPs to create tailored offers	Notify the customer that the CPs offers are ready to be checked online	Set metrics of comparison and filtering of the offers  Keep track of the comms between customer and channel partner	Ask CPs for feedback on the status of the offers / purchases	Ask CPs for feedback on the status of the order / installation	Collect customer feedback on the overall experience and on the first usage of the product. + CP rating.  Collect feedback from CP.	Updating customers on new products and services, upcoming events and latest news.  Refer a friend scheme.
Partners	Get onboard the platform and help pushing the MKTG campaign			Receive the enquiries and create tailored offers according to the customer details	Make sure to contact customers on time with clear and detailed offers	If contacted by customers, explaining the details of the offers and advising them on the best solutions.	Arranging purchases and communicate with Inmarsat on the status of the sale	Organising the installation and configuration of the product	Give feedback to Inmarsat on the overall process.	

