



Customer experience Map

Customer Map

Stage	Awareness	Decision	Consideration	Delivery and Use	Loyalty and Advocacy
Activities	Pandemic has made transportation and global trade complicated	Explore alternatives such as sea travel	Commissioning and leasing of new ships	Contract with local shipping companies	High returns might increase our satisfaction to work with these companies
Goal	No goals	To find a new customers and businesses in need of shipping services	Explore new products that are in high demand and import them into the USA	Identify American products that are on high demand abroad the export	Create market for our clients ensuring high levels of client satisfaction
Touchpoints	Media advertisements and Billboards	Visited the company's office	A website	Delivery was possible through phones and mobile applications	Word of mouth
Experience out of 10	7.0	5.3	4.7	8.1	3.1
Business Goal	Reach more	Increase online	Increase online	Ensure safe	This