CUSTOMER JOURNEY

		BEFORE			DURING THE TRIP					AFTER
		PLANNING	BOOKING	ARRIVAL	START	ENVIRONMENT	PRODUCT/SERVICE ACTIVITY/SERVICE	COMPONENTS/ EXPERTS	END	SHARING/ REMEMBERING
VISIBLE TO THE CUSTOMER	How does the customer contact your company?									
	Target group: Who is in contact with your company? Who is your customer?									
CUSTOMER EXPERIENCE	POSITIVE									
	NEGATIVE									
INVISIBLE TO THE CUSTOMER	Service / product									
	Support functions									
SAFETY	Safety issues									

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