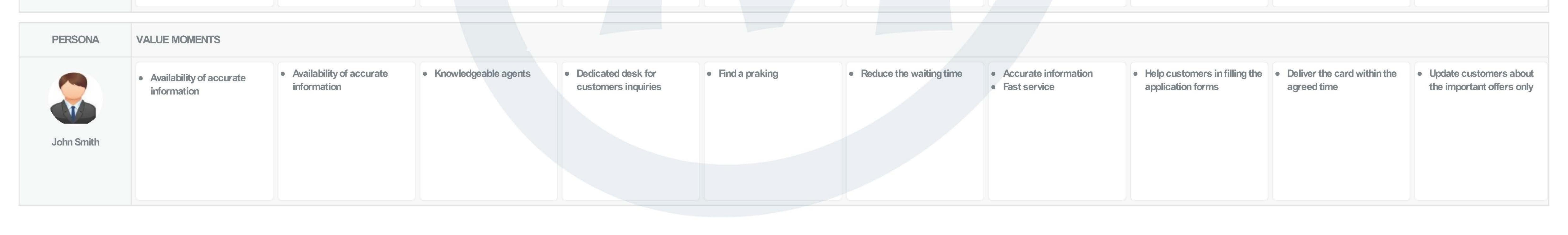
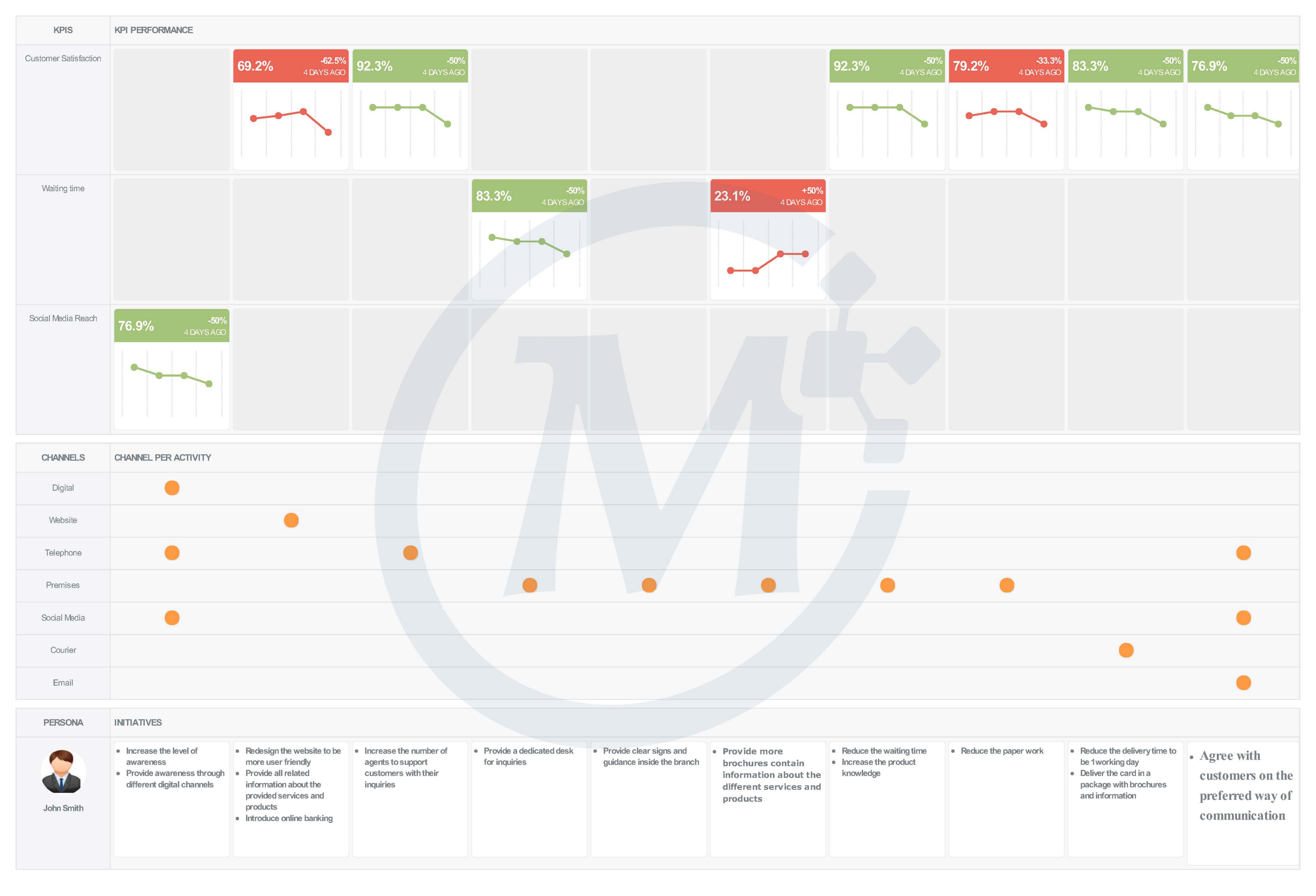
Current Account Opening STAGES SERVICE APPLICATION AND DELIVERY AFTER SALE AWARENESS AND RESEAR SERVICE INQUIRY ARRIVING AT THE BRANCH **USER JOURNEY** PERSONA Awareness through different Debt card delivery Information provided through Information provided through Arriving at the branch Waiting area Fill up the application form Further follow up Information provided through Meet the CSR visiting the branch media channels the call center the website John Smith PERSONA MOOD BOARD John Smith PERSONA CUSTOMER NEEDS Deliver the card within the Well organized waiting Follow up with customers Find a parking easily Knowledgeable staff Interactive media Availability of all Less waiting time campaigns in a regular basis Clear signs agreed time Accurate information Fast service related Service specific information Clear information Clear information Clean and tidy premises Reduce the waiting time Fast service Help customers in filling the Provide the customer with Advise customers on the more delivery options different offers form information Provide all related materials Advise on the next step an information to John Smith User friendly customers website





PERSONA	REQUIRED DOCUMENTS									
John Smith	Marketing Plan (Social Media Campaign)	 Service and products related content Working hours and branches distribution 	 Training plan Customer service standards guide Product knowledge document 	 Service and products related brochures Required application forms 	 Detailed address Location map 	Services and products brochures	 Access to the CRM Training plan Product/ service knowledge trianing 		Customer details	 Sales plan Marketing plan

