

Customer Journey

Customer Journey #1

Stop	Description of Activity or Interest
1	Engaged by a staffer and given a pamphlet with the Speakers Theatre agenda. Walked into the exhibit at the Speaker's Theatre -
2	Listened to Dr. Budenz
3	Was engaged by a staffer after the presentation
4	Walked over to the Zebmland exhibit area
5	Talked to a Zebmland staffer
6	Walked out
7	Time in the exhibit: 4 min 10 seconds
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Customer Journey #2

Stop	Description of Activity or Interest
1	2 male visitors were talking as they walked by the exhibit – looked at the Bilene header, then saw a speaker presenting – joined the presentation without being engaged. Was engaged by a staffer and given headsets. Did not stay in the Theatre more than one minute
2	Left the theatre after the speaker finished – walked to Zebmland exhibit
3	Walked out without any engagement or discussion by staff
4	Time in the exhibit 3 minutes
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Customer Journey #3

Stop	Description of Activity or Interest
1	Walked down the aisle and was attracted by the Client/Bilene header
2	They were engaged by a Bilene staffer
3	The staffer walked the visitor the poster registration area and transitioned them to the staffer at that station
4	She took the quiz – got a poster
5	Stopped for coffee
6	Looked at Zebmland graphics and was engaged by a staffer
7	Left the exhibit towards the rear
8	Time in the exhibit 12 minutes 15 seconds
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Customer Journey #4

Stop	Description of Activity or Interest
1	A group of 3 entered the exhibit – looking for a pen (same as last year) Were told by a rep that Client had a new premium this year. They were game and took the quiz
2	Received a custom poster
3	Looked at the speakers roster at the back of the theatre
4	Walked through the exhibit and left towards the rear
5	Time in the exhibit 3 minutes
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Customer Journey #5

Stop	Description of Activity or Interest
1	Visitor was engaged by a staffer at the right left corner of the exhibit – they looked at the graphics on the outside of the Zebmland exhibit area
2	The visitor walked into the Zebmland area and spoke to a rep who showed him the Reactrix demo – the visitor's badge was swiped at the Zebmland station
3	Then went to the Internet station – the first rep talked to him while on the internet
4	Time in the exhibit 16 minutes
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Customer Journey #6

Stop	Description of Activity or Interest
1	The visitor was attracted by the theatre – a rep engaged the visitor and gave her a speakers agenda and a headset.
2	Was engaged by a staffer after the presentation, but stopped by the Internet station before going anyplace else in the exhibit.
3	The staffer waited, talked with another visitor, then re-engaged the visitor and transitioned her to the poster registration area
4	The registration kiosk was unstaffed so the staffer walked the visitor through the quiz
5	The visitor got her poster, then was transitioned to Zebmland
6	She spoke to a Zebmland rep before leaving the exhibit.
7	Time in the exhibit 9 minutes 10 seconds
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Customer Journey #7

Stop	Description of Activity or Interest
1	Visitor walked into the exhibit from the Intl area and got a cup of coffee
2	Walked over to the poster area, took a quiz, got a poster
3	Returned to the Intl area for discussions with Intl rep.
4	Time in the Exhibit 6 minutes, plus Intl
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Customer Journey #8

Stop	Description of Activity or Interest
1	Visitor was walking down the aisle – was attracted to the Bilene pedestal with samples – looked the samples, looked at the retail display on the tower, then was engaged by a Bilene staffer.
2	Was transitioned to the poster registration. Took the quiz and got a poster
3	Walked through the exhibit and was attracted to the Zebland reactrix demo
4	Tried the Reactrix demo
5	Stopped to use the Internet station
6	Left the exhibit at the rear
7	Time in the exhibit 8 minutes
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Customer Journey #9

Stop	Description of Activity or Interest
1	Visitor was engaged by an Client staffer with a friendly engagement.
2	Visitor entered and asked about the Reactrix demo
3	The Ambassador showed him how it worked and explained what it represented
4	The visitor left and walked towards the Zebland portion of the exhibit, back on the aisle.
5	He was again engaged and entered into a conversation with the rep, who took the visitor into the Zebland exhibit to try the Reactrix demo, but the staffer did not have the “patter” down relative to what it meant.
6	He then had his badge swiped and took the quiz to get a poster
7	He then left the exhibit towards the front.
8	Time in the exhibit 11 minutes
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Customer Journey #10

Stop	Description of Activity or Interest
1	The Bilene display attracted the visitor
2	Was engaged and took the quiz, got a poster and exited the exhibit
3	Time in the exhibit 4 minutes
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Customer Journey #11

Stop	Description of Activity or Interest
1	Visitor entered on their own from the front – was not engaged
2	Stopped to get a cup of coffee – sat down to look at Show Directory
3	Read the graphics behind the Speakers Theatre
4	Looked around the poster area
5	Looked at the Zebmland area – read several of the graphics
6	Was engaged by a staffer – had a short dialogue
7	Time in the exhibit 11 minutes
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Customer Journey #12

Stop	Description of Activity or Interest
1	The visitor wandered in from the side behind Medical Information
2	Stopped to get a cup of coffee
3	Walked up to a poster registration kiosk – tried to do it himself
4	Was engaged and a staffer walked him through the quiz
5	Got a poster
6	Left the same way he came into the exhibit
7	Time in the exhibit 6 minutes
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