## Customer Journey Map Overview >TOPdesk



1 Touchpoints					Customer Journey Map Overview		
		Pre-service			Service Post	service	
2 months before day 1 Day before day 1				Day before day 1	The first		
ob interview. think this is a reat job.	Yes, I got the job offer! Hm, they sent an e-mail, can I still ask them questions? Can I negotiate? And how? I can't get them on the phone.	They have sent the contract by post. Seems a bit impersonal.	Weeks of radio silence. Are they still expecting me? Who are my colleagues? Do I get a phone? What's the dresscode?	Finally, I get an email about my first day. But it doesn't answer any practical questions. Do I need to be at the reception? Where do I park?	New energy! I feel really at home here and I know some more people. I'm also starting to get into a work routine.	I got my first sale and the probation period is over. The pay slip is a bit complicated.	
Means of o	communicatio	n					
						<u>~</u> @	
Emotion s	scores						
opeful, interested	Happy, disappointed frustrated	Relieved, perplexed	Doubtful, tense	Unsure, tense	Optimistic, interested	Happy, disappoint frustrated	
Pain point	ts						
	No explanation or communication. I don't have experience with negotiations.		No communication.	No practical information.		Not enough information about the pay slip.	
	ities						
Opportuni							