

Phase of journey	Awareness	Consideration	Request	Quotation	Decision	Post-Quotation and Confirmation	Evaluation and Retention
Actions What does the user do?	<ul style="list-style-type: none"> Identifies the need for eco-friendly supplies and searches for potential suppliers online Discovers eco-friendly online website through a search engine, social media ad, email marketing, or business directory 	<ul style="list-style-type: none"> Explores the website, reviews product options, and gathers information about pricing, sustainability certifications, and shipping policies Reads customer testimonials and reviews Navigates to the "Request a Quote" page to gather more information or request a personalized quote 	<ul style="list-style-type: none"> Fills out the quote request form Submits the form and receives an acknowledgment email confirming the request 	<ul style="list-style-type: none"> Reviews a personalized quote, ready to accept, awaiting the pricing, product specifications, delivery timeline, and any additional offers or discounts Revises the quote and compares it with other suppliers or consults with internal teams May reach out for clarification or negotiation on certain aspects like pricing or delivery 	<ul style="list-style-type: none"> Proceeds with the quote or negotiates further terms (e.g., discounts, customized products) Communicates their decision via email, phone, or chat Finalizes the agreement with the supplier and prepares for payment and delivery arrangements 	<ul style="list-style-type: none"> Receives a confirmation email detailing the final agreement, order details, and next steps for payment and delivery Tracks the order progress through the supplier's website or email updates 	<ul style="list-style-type: none"> Receives the order and evaluates the products and overall service quality Leaves feedback or reviews based on their satisfaction level Considers a long-term partnership or reordering based on the experience
Touchpoint What part of the service do they interact with?	<ul style="list-style-type: none"> Google search Social media platforms (e.g., LinkedIn, Instagram) Email newsletters and industry directories Website landing page and blogs 	<ul style="list-style-type: none"> Website product pages and quote request page Chat support or contact forms Customer reviews and ratings sections Downloadable product catalogs or brochures 	<ul style="list-style-type: none"> Quote request form Confirmation/acknowledgment email Optional phone or chat support for follow-up 	<ul style="list-style-type: none"> Quotation email with detailed information Support options (email, phone, chat) for further inquiries Follow-up communication from the sales team 	<ul style="list-style-type: none"> Email correspondence Chat or phone support for real-time discussions Sales or account manager engagement 	<ul style="list-style-type: none"> Confirmation email Order tracking page on the website SMS or email updates about the order status 	<ul style="list-style-type: none"> Post-delivery feedback survey (email or SMS) Customer support for any concerns or questions Social media or review platforms
Customer Thought What is the user thinking?	<ul style="list-style-type: none"> I need to find reliable, eco-friendly suppliers for my business. Who offers sustainable products at competitive prices? 	<ul style="list-style-type: none"> Are these products suitable for my business needs? Are their products genuinely eco-friendly and certified? Is this supplier trustworthy and able to provide competitive pricing? 	<ul style="list-style-type: none"> Is my request being processed, and when can I expect a response? Will they offer a competitive price that fits my budget? 	<ul style="list-style-type: none"> Is this the best value I can get for these products? How flexible are they with their terms? 	<ul style="list-style-type: none"> Is this the right partner for my business long-term? Are the terms flexible and beneficial for both parties? 	<ul style="list-style-type: none"> Is everything on track for delivery as agreed? I hope there are no unexpected issues with the order. 	<ul style="list-style-type: none"> Was the service and quality as promised? Should I consider this supplier for future orders?
Customer Feeling What is the user feeling?	<ul style="list-style-type: none">  Curious and motivated but slightly overwhelmed by the number of options available 	<ul style="list-style-type: none">  Analytical but cautious; they need clarity and assurance about the supplier's offerings 	<ul style="list-style-type: none">  Hopeful but slightly anxious, wondering if the response will be timely and satisfactory 	<ul style="list-style-type: none">  Evaluative and cautious, seeking reassurance that they're making the right choice 	<ul style="list-style-type: none">  Hopeful and decisive but may feel the need for assurance regarding flexibility and reliability 	<ul style="list-style-type: none">  Reassured if communications are clear and consistent; anxious if there are any delays or lack of communication 	<ul style="list-style-type: none">  Satisfied if expectations were met or exceeded; frustrated if there were issues with product quality or delivery
Opportunities	<ul style="list-style-type: none"> Optimize the website for search engines to ensure high visibility Create targeted advertising and informative landing pages Build a well-organized resource center on the website to showcase the company's eco-friendly values 	<ul style="list-style-type: none"> Ensure the quote request form is easy to find and complete Implement a live chat feature for instant assistance Highlight sustainability certifications and customer success stories prominently Offer downloadable resources like detailed catalogs or pricing guides for clarity 	<ul style="list-style-type: none"> Streamline the form submission process, keeping it user-friendly with clear fields Offer an estimated response time in the confirmation email Provide an option for instant support through live chat or phone if the customer has urgent questions 	<ul style="list-style-type: none"> Ensure that the quotation email is clear, visually appealing, and contains all necessary details (pricing breakdown, delivery terms, etc.) Offer an easy way for customers to respond or ask questions directly from the email Consider automating a follow-up email if there's no response within a set timeframe to show proactive engagement 	<ul style="list-style-type: none"> Ensure a smooth negotiation process with well-trained sales representatives Offer flexible payment and delivery options tailored to business needs Provide a summary document or agreement template to speed up the decision-making process 	<ul style="list-style-type: none"> Send automated updates at key stages (e.g., payment received, order processed, shipping scheduled) Include a dedicated customer support line for post-quote inquiries or issues Ensure the tracking system is easy to use and provides real-time updates 	<ul style="list-style-type: none"> Follow up with a feedback survey to understand the customer's experience Offer incentives (e.g., discount codes) for future purchases if the customer is satisfied Maintain a strong presence on social media to engage with customers and showcase positive experiences and sustainability practices