



# The VR Business Services Team Customer Journey

Steps	Awareness	Consideration	Decision/ Convert	Engagement & Loyalty	Advocacy/ Leadership
<b>Key Question</b>	What triggers awareness of our products/services?	What is used by prospects to evaluate potential business partners and their offerings?	What criteria are evaluated to select a supplier/partner?	What shapes the customer experience and promotes customer loyalty?	What leads to partner leadership and advocacy for VR/BST?
<b>VR Goal</b>	Understand the prospect's mindset and drive a call to action	Meet the prospects need for information better than anyone else	Provide evidence we have the best business solution (using deep customer knowledge)	Enable seamless service delivery and onboarding to VR services	Continuous customer engagement and conversion to advocacy and leadership roles
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>• Direct mail</li> <li>• Email advertisements</li> <li>• Customer referrals</li> <li>• Partner websites</li> <li>• Social Media posts</li> <li>• Youtube videos</li> <li>• Industry trade shows</li> <li>• Workforce/hiring events</li> <li>• Print advertising</li> <li>• PR</li> <li>• White papers</li> <li>• Trade/HR mag articles</li> <li>• Website search</li> <li>• HR association meetings</li> <li>• FAQs</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• BST business case</li> <li>• Testimonials &amp; reviews</li> <li>• Customer quotes</li> <li>• Client case studies</li> <li>• Business Case studies</li> <li>• Third party/prof. association/expert reviews</li> <li>• Webinars</li> <li>• Podcasts</li> <li>• Infographics</li> <li>• Partner websites with VR highlights</li> <li>• Disqualified lead survey</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Pitch/Talking points</li> <li>• Presentation</li> <li>• Folder</li> <li>• Brochure</li> <li>• Customer outcomes/testimonials</li> <li>• Best practices</li> <li>• Accreditations/licensing</li> <li>• Insurance</li> <li>• Incentives</li> <li>• Differentiation talking pts</li> <li>• ROI data/one sheets</li> <li>• Awards</li> <li>• New account welcome series (engage/nurture)</li> <li>• Lapsed customer re-engagement series</li> </ul>	<ul style="list-style-type: none"> <li>• Service agreement design</li> <li>• Surprise &amp; delight customer service</li> <li>• Account management &amp; ongoing support</li> <li>• Referrals to resources</li> <li>• Timely communication</li> <li>• Windmills training</li> <li>• BST consulting services</li> <li>• Increased usage of BST</li> <li>• Retention</li> <li>• Customer event attendance</li> <li>• Email targeted data/labor market info sharing</li> <li>• Social media partner highlights</li> <li>• Milestone email annually</li> <li>• Partner awards</li> <li>• Customer satisfaction survey</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership vision impact articulation</li> <li>• Excellent customer service</li> <li>• Loyalty programs</li> <li>• Industry specific services</li> <li>• Client (worker) success stories updates</li> <li>• Customer success website highlights</li> <li>• Infographics</li> <li>• Social media/articles featuring partner</li> <li>• White papers with partner</li> <li>• Webinars with partner</li> <li>• Business advisory panel participation</li> <li>• Podcast guest</li> <li>• Social media promotion of BST</li> <li>• B2B warm introductions</li> <li>• Joining VR on prospect email</li> <li>• B2B mentoring</li> </ul>
<b>Key Performance Indicators</b>		<ul style="list-style-type: none"> <li>• Website traffic</li> <li>• Phone calls to BST</li> <li>• Social media metrics</li> <li>• Emails inquiries</li> <li>• Number of testimonials/quotes/case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Trainings requested</li> <li>• Incentives utilized</li> <li>• Clients hired</li> <li>• OJTs, WBEs</li> <li>• Consulting services provided</li> </ul>	<ul style="list-style-type: none"> <li>• Referral numbers</li> <li>• Accounts actively using VR services</li> <li>• Retention metrics</li> <li>• Upselling metrics</li> <li>• Business partner events attended</li> <li>• Milestone anniversaries reached</li> <li>• Awards given</li> <li>• Survey data</li> </ul>	<ul style="list-style-type: none"> <li>• Warm referrals</li> <li>• Partner driven media sharing metrics</li> <li>• Partners participating in B2B mentoring</li> <li>• Partners serving as business advisors on panel</li> </ul>

