

# **CUSTOMER FLOW**

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# **BEYOND VD**

Ezgi & Anil proudly presents..



# CUSTOMER Flow

|          | ATTR  | CONS   | VD   | B ADV  |
|----------|---|--|--|--|
| CUSTOMER | stranger<br>Visitor<br>open   | LEAD<br>ACCEPTED<br>IN PROGRESS  | customer<br>approved<br>Realized   | Promoter<br>Complete   |
| AIESEC   | <ul style="list-style-type: none"> <li>he gets to know about AIESEC through different channels: social media, website, on ground marketing (class visits, flyers, booths)</li> <li>he is going through lots of opportunities, He signs up (which converts customer profile to lead)</li> </ul>  | <ul style="list-style-type: none"> <li>HE is looking for the answer from the opportunity managers, applying, preparing for interviews.</li> <li>He goes through rejections or no answer, makes decision which EP AN to sign</li> <li>He gets contacted by sending entity</li> <li>He is making a payment and signing contract with sending entity</li> <li>FINAL APPROVAL</li> </ul> | <ul style="list-style-type: none"> <li>He GOES through all formalities like visa</li> <li>He is getting to know the information about pick up, hosting, entity etc.</li> <li>He is attending OPS</li> <li>FLIGHT, PICK UP</li> </ul> <p>1st day of work</p> <ul style="list-style-type: none"> <li>He is Involved with AIESEC Community (LC &amp; EPs) and goes through IPS</li> <li>HERE IS where the MAGIC HAPPENS!</li> </ul> <p>1 day after end date</p> | <ul style="list-style-type: none"> <li>He is flying back home</li> <li>He wants to give and receive feedback</li> <li>He shares the experience through NPS, other showcasing strategies and to friends/family</li> <li>He attend reintegration seminar</li> </ul>  |
| SEHE     | <ul style="list-style-type: none"> <li>ONLINE MKT</li> <li>SOCIAL MEDIA ATTRACTION</li> <li>ON-GROUND MARKETING</li> <li>PRMOTION MATERIALS (VIDEOS, FLYERS, BOOTHs, ETC.)</li> <li>PROVIDE EMAIL SUPPORT</li> </ul> <p>POSTING OPPORTUNITIES (S&amp;S: 2,4,5,6,10,11)</p> <p>CHECK APPLICATIONS.</p> <p>PRODUCT IMPROVEMENT.</p> <p>JD clarification</p> <p>Value proposition presentation – story telling, testimonials</p> <p>Partnership building</p> | <ul style="list-style-type: none"> <li>MANDATORY CONTACT.</li> <li>INTERVIEW BY SENDING ENTITY.</li> <li>CALLING EP TO MAKE SURE THEY SIGN THE ACCEPTANCE NOTES.</li> <li>approve shortlisted eps. .</li> <li>payment and contract signing.</li> </ul>   | <ul style="list-style-type: none"> <li>Documents</li> <li>delivery of ops</li> <li>Constant follow up</li> </ul> <p>NEXT SLIDE</p>    | <ul style="list-style-type: none"> <li>delivery of re-integration seminar (s&amp;s 16).</li> <li>gather experiences for showcasing.</li> <li>guide returnees to take more opportunities or go to llc.</li> </ul> <p>Evaluate standards accomplishments for product development</p> <ul style="list-style-type: none"> <li>improvement. Based on feedback</li> <li>Experience evaluation + nps survey analysis</li> <li>Showcasing and re-integrating the ep</li> </ul> |
| ENABLER  | <ul style="list-style-type: none"> <li>First interaction with aiesec Getting in touch with aiesec due to referrals</li> <li>Strategic alliances</li> <li>Expectation setting – correct value proposition understanding</li> <li>browse available profiles</li> <li>1<sup>st</sup> meeting</li> </ul>  | <ul style="list-style-type: none"> <li>Agreeing on timeline</li> <li>Reinforce value proposition and role of company in developing leadership potential</li> <li>Shortlisting of candidates</li> <li>Company selection</li> <li>Company rejects</li> <li>Company interviews</li> </ul>   | <ul style="list-style-type: none"> <li>Expectation setting (between company and EP)</li> <li>Company preparation booklet</li> <li>Company involvement to ips</li> <li>Specification of jd</li> <li>Documentation related to placement</li> <li>Introduction to company, regular feedback,</li> </ul>   | <ul style="list-style-type: none"> <li>Experience evaluation</li> <li>Intern providing insights to company</li> <li>Re-raising opportunity</li> </ul>  |

# ATTRACTION FOR B2C

# ATTRACTION FOR B2B

# CONSIDERATION FOR B2C

# CONSIDERATION FOR B2B

# VALUE DELIVERY & BEYOND VALUE DELIVERY

# BRAND ADVOCACY

# ANY QUESTIONS?

Ask ask ask !!!!



# CHEERS!

Your BCXP Team,

