

CUSTOMER FLOW

—

BEYOND VD

Ezgi & Anil proudly presents..



CUSTOMER Flow

ATTR

stranger

Visitor

open

CONS

LEAD

ACCEPTED

IN PROGRESS

VD

customer

approved

Realized

B ADV

Promoter

Complete

100

<ul style="list-style-type: none"> • he gets to know about AIESEC through different channels: social media, website, on ground marketing (class visits, flyers, booths) • he is going through lots of opportunities, He signs up (which converts customer profile to lead) 	<ul style="list-style-type: none"> • HE is looking for the answer from the opportunity managers, applying, preparing for interviews. • He goes through rejections or no answer, makes decision which EP AN to sign • He gets contacted by sending entity • He is making a payment and signing contract with sending entity • FINAL APPROVAL 	<ul style="list-style-type: none"> • He GOES through all formalities like visa • He is getting to know the information about pick up, hosting, entity etc. • He is attending OPS • FLIGHT, PICK UP 	<ul style="list-style-type: none"> • He is flying back home • He wants to give and receive feedback • He shares the experience through NPS, other showcasing strategies and to friends/family • He attend reintegration seminar
Click apply	Get accepted by EP/OPP manager	1 st day of work	
<ul style="list-style-type: none"> • ONLINE MKT • SOCIAL MEDIA ATRRACTION • ON-GROUND MARKETING • PRMOTION MATERIALS (VIDEOS, FLYERS, BOOTHS, ETC.) • PROVIDE EMAIL SUPPORT 	<ul style="list-style-type: none"> • MANDATORY CONTACT. • INTERVIEW BY SENDING ENTITY. • CALLING EP TO MAKE SURE THEY SIGN THE ACCEPTANCE NOTES. • approve shortlisted eps. . • payment and contract signing. 	<ul style="list-style-type: none"> • Documents • delivery of ops • Constant follow up 	<ul style="list-style-type: none"> • delivery of re-integration seminar (s&s 16). • gather experiences for showcasing. • guide returnees to take more opportunities or go to llc.
<ul style="list-style-type: none"> • POSTING OPPORTUNITIES (S&S: 2,4,5,6,10,11) • CHECK APPLICATIONS. • PRODUCT IMPROVEMENT. • JD clarification <p>Value proposition presentation – story telling, testimonials</p> <ul style="list-style-type: none"> • Partnership building 	<ul style="list-style-type: none"> • SHORTLISTING AND REJECTING APPLICATIONS. • interview with company (gip) • follow-up companies for final decisions. • approve shortlisted eps. 	<ul style="list-style-type: none"> • PICK UP • HOST FAMILY/BUDDY intro • DELIVERY oF IPS • ASSISTANCE • Documentation related to placement 	<ul style="list-style-type: none"> • Evaluate standards accomplishments for product development • improvement. Based on feedback • Experience evaluation + nps survey analysis • Showcasing and re-integrating the ep
<ul style="list-style-type: none"> • First interaction with aiesec Getting in touch with aiesec due to referrals • Strategic alliances • Expectation setting – correct value proposition understanding • browse available profiles • 1st meeting 	<ul style="list-style-type: none"> • Agreeing on timeline • Reinforce value proposition and role of company in developing leadership potential • Shortlisting of candidates • Company selection • Company rejects • Company interviews 	<ul style="list-style-type: none"> • Expectation setting (between company and EP) • Company preparation booklet • Company involvement to ips • Specification of jd • Documentation related to placement • Introduction to company, regular feedback, 	<ul style="list-style-type: none"> • Experience evaluation • Intern providing insights to company • Re-raising opportunity

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,

