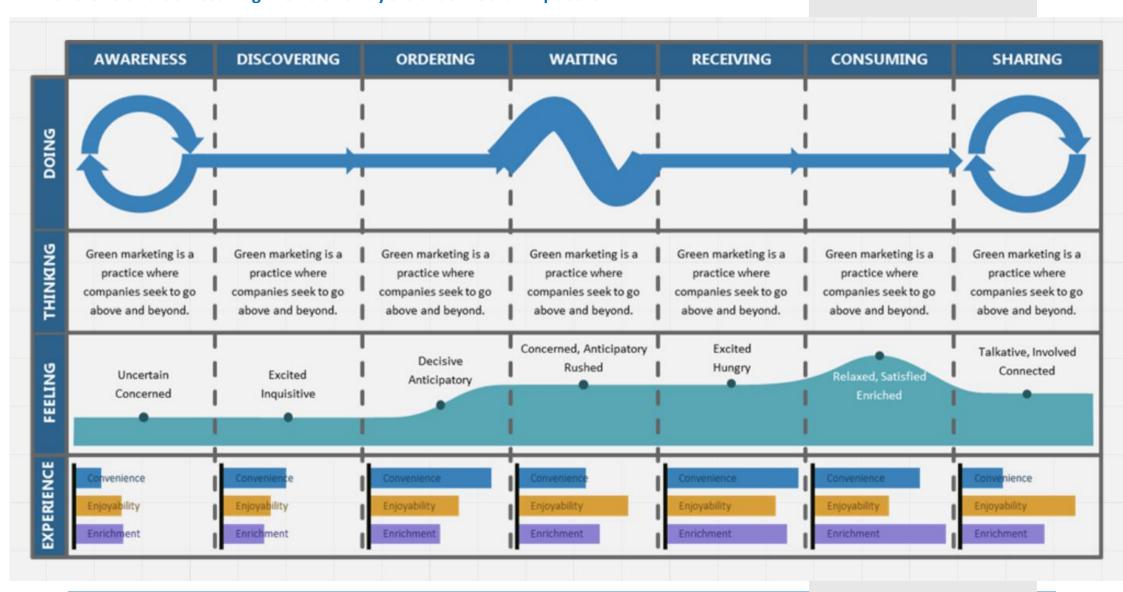
Alliances

CUSTOMER JOURNEY MODEL



This model is aimed at brining together different facets of customer journeys. Appreciating the dimensions and structuring views and layers that would impact it.



Idea with the Experience model is to map expected behaviour, which can be described against various vertical perspectives. This behaviour typically associated with a defined business process. This reference understanding can then be used as reference measure to check for variation, which can serve as early indicators of potential fraudulent behaviour or activity



Oscar Stark **Alliances Member**

