CUSTOMER JOURNEYS VIA DIFFERENT CHANNELS

KEY

- Face to Face route
- Assisted Digital route
- Online route - active start
- Online route - passive start
- Offline route preferred
- ◯ Action
- | Event

Hear about FindBusinessSupport

Enquiry Face to face with person who is aware of SEP or who is a SEP partner

Face to face conversation to find support with correct partner

Become aware of FindBusinessSupport and its phone number

Call SEP phone number

Leave a message

Get called back

Make an Enquiry by phone

The phone number or address of the partner who can answer their request is provided during the call

Receive an email answer after the call

Search return no result, prompt to call SEP number

Search for support online

Find the homepage and search

Find specific support and enquire

Submit an enquiry online for a specific service

Signposted to the partner website where they can self-serve or register to an event

Enquiry reaches the correct partner who will follow their process to answer

See a post about SEP in Social media

Submit a general enquiry online (via email or webform)

EFRS refers the enquiry to the partner(s) who can answer

Enquiry reaches the correct partner who will follow their process to answer

EFRS replies by email providing an answer and / or signpost to a partner not part of SEP yet

EFRS calls back if customer had expressed a preference for phone call over email

Receive an email answer after the call if customer requests it

Google

DuckDuckGo

Twitter LinkedIn Facebook