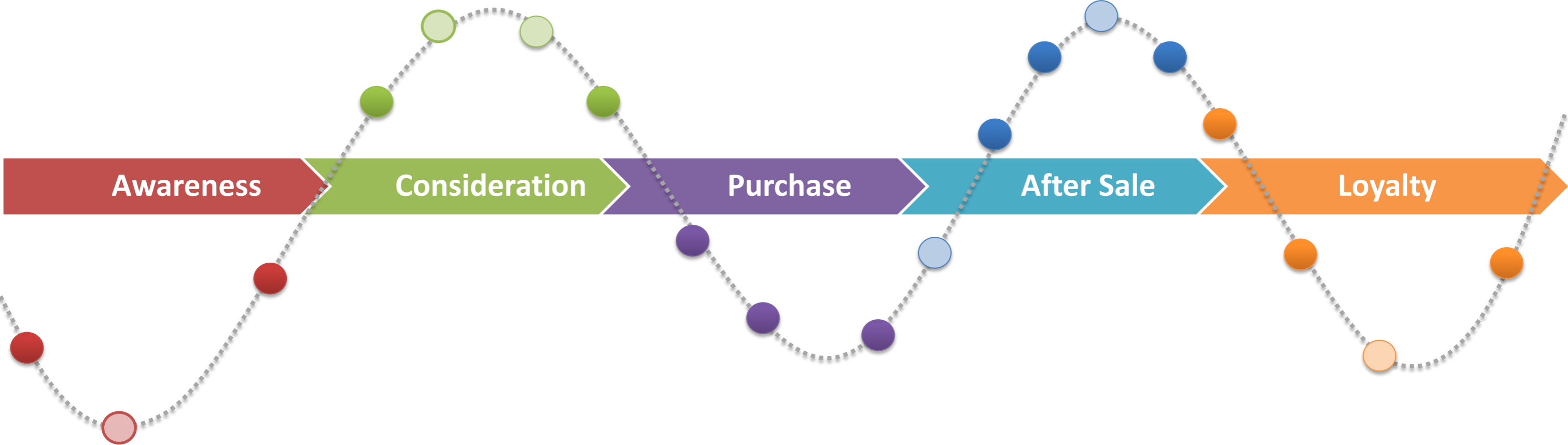




Customer Journey Map

Touchpoints



-  Earned Touchpoints
-  Owned Touchpoints