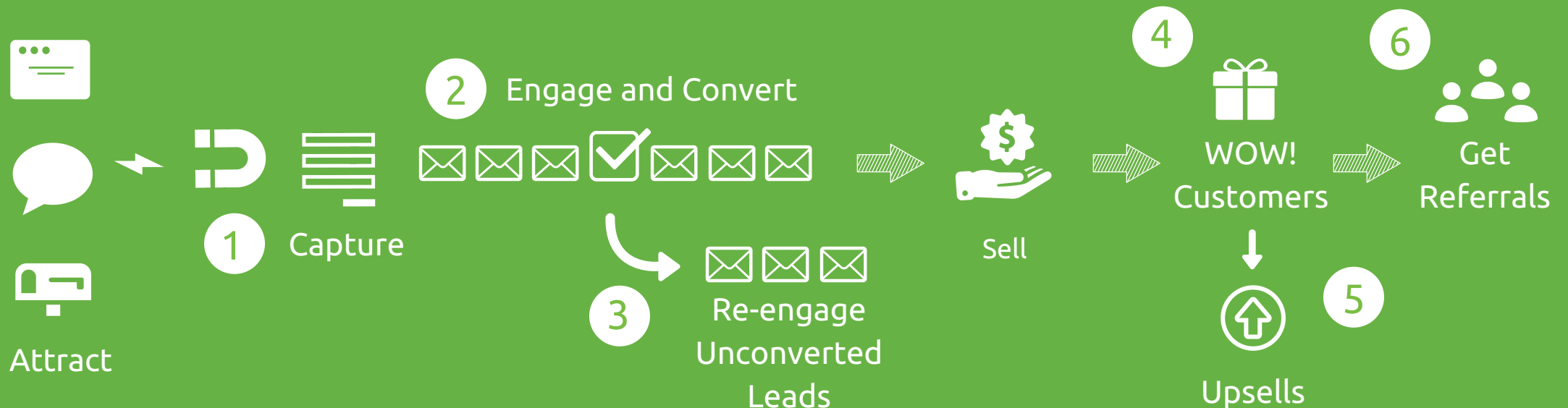


Typical Customer Lifecycle - 3 Areas of Waste



1. Poor lead capture
2. Little or no follow up with existing leads and prospects
3. Lack of new customer follow-up reduces renewal rates, up-sells, and referrals generated

Perfect Customer Lifecycle - 6 Areas of Opportunity



1. Capture traffic with lead magnets
2. Immediate follow up and calls to action
3. Re-Engage unconverted leads
4. Increase renewal rates with a powerful customer experience
5. Generate more revenue through upsells
6. Great customer service allows you to ask for referrals