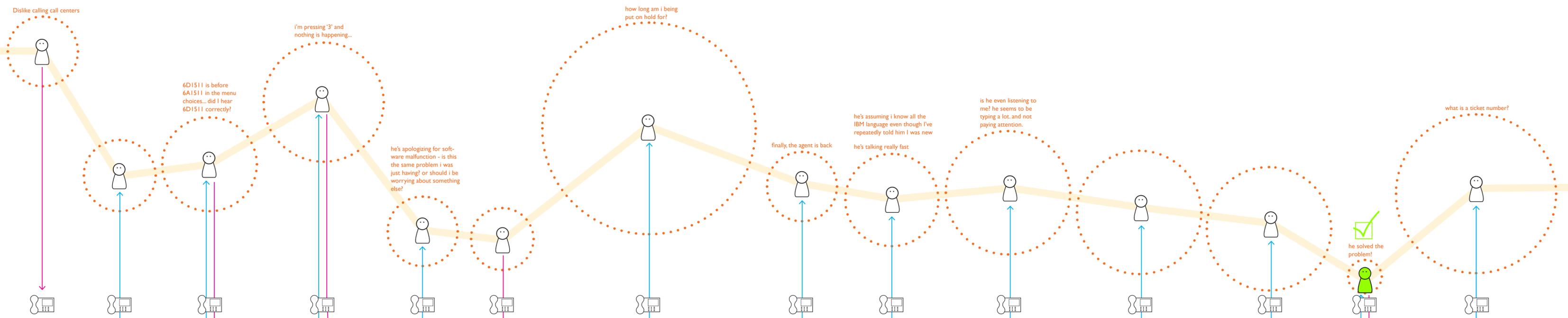




onstage

customer's journey



line of visibility

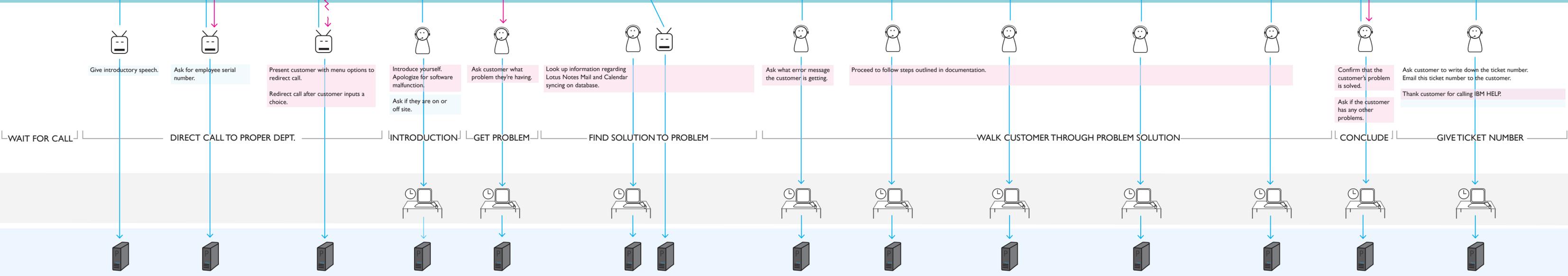
service representative

script

provider's steps

backstage application

support processes



implementation

account executives ←

→ product executives (BTO) ←

→ operational executives (SO)