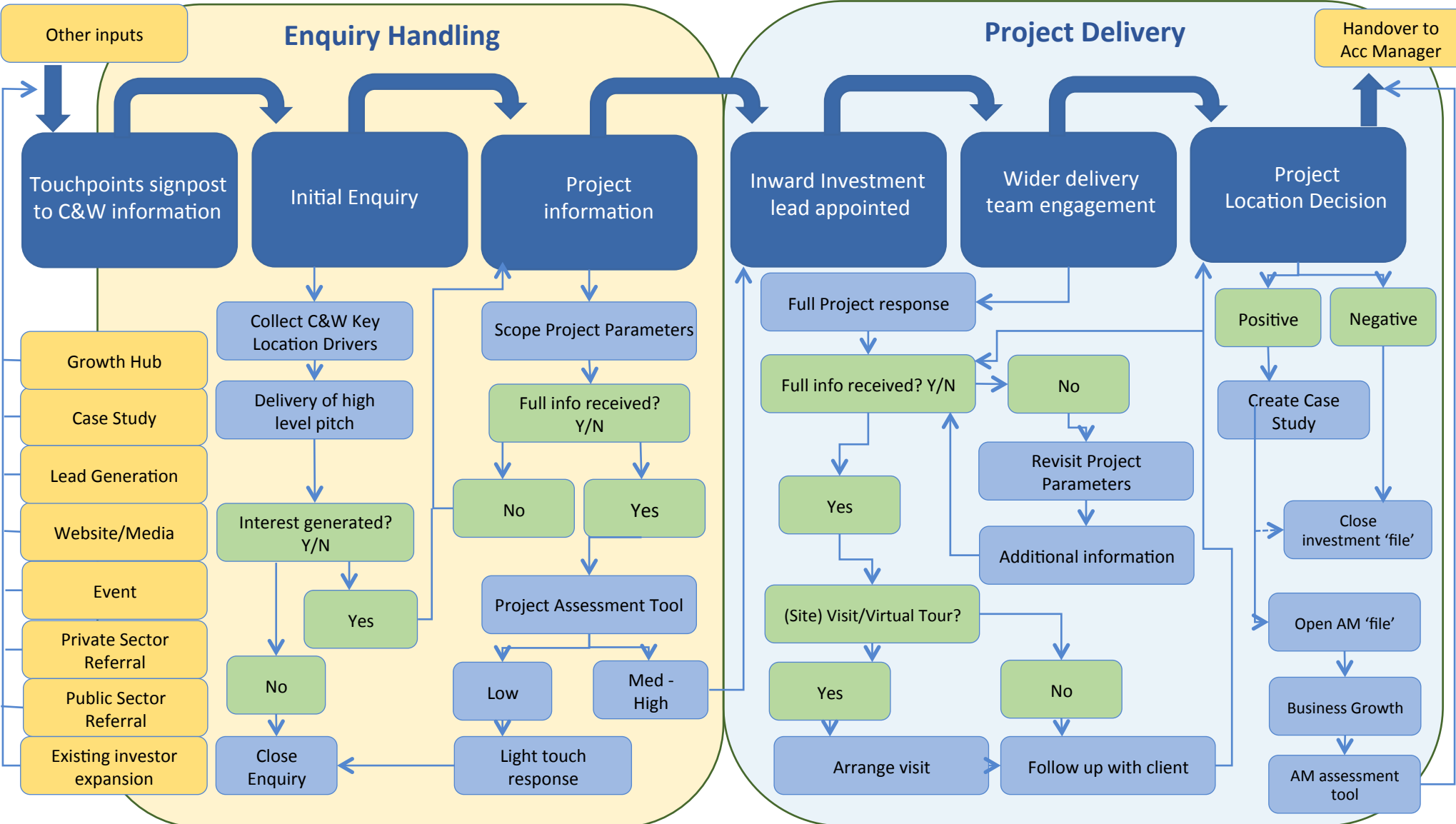



C&W LEP (INWARD INVESTMENT PROJECT) CUSTOMER JOURNEY



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Stage	Awareness	Consideration	Decision	Delivery	Loyalty	
Inward Investor	Customer goals	General interest in locating in UK and/or NorthWest England (C&W)	Narrow to a few potential locations based on specific factors (site/staffing availability, handholding, support once located, networks, finance/grant)	Decision to locate project in C&W	Receive appropriate timely support for project	Best location in UK to do business
	Touchpoints	Word of mouth, business networks, traditional media, social media, private sector sites, partners, chambers, LAs,DIT	Website, discussion with economic development teams, DIT, online chat, Teams calls, virtual/actual site tours	Inward investment project team (may sit with partner)	Planning dept, inward investment project team (may sit with partner), local authorities	Word of mouth, feedback rating, survey, case study, invested locally via networks or CSR programme
	Experience	 <p>Interested – “would this location fit my needs”</p>	<p>Analysis required</p> <p>“Possible solution?”</p>	<p>Additional info required</p> <p>Quick follow up By C&W</p> <p>“Decision made – now for delivery”</p>	<p>Frustrated – Project delays</p> <p>“Overall that was fairly straightforward and joined up”</p>	<p>“I am happy I invested here and I’d recommend this team & location”</p>
C&W LEP/LAS	Business goals	Consistent messaging across Cheshire & Warrington and beyond of support available for businesses	Clear, effective website Ability to follow up Direct access to DM	Clear location decision factors Application process for appropriate support	Efficient smooth start up process, planning and site fit out, recruitment and other support as required	Best location in UK to do business
	KPIs	Number of businesses reached New website visitors Newsletter sign up	Information follow up requests	Grant applications, Announcements	Signing of Lease Approval of planning	Customer feedback Case studies
	Organisational activities	Create marketing campaigns and content, both online and offline	Create responsive tailored information	Handholding through process, access point for additional info, project team support,	Follow up with business for feedback and case studies Discuss negative feedback	Proactive updates on relevant new products and services Account Management support Positive case studies and learn from negative feedback
	Lead responsibility (Support)	Marketing Cheshire (Inward Investment)	Inward Investment	Inward Investment	Inward Investment	Inward Investment (Marketing Cheshire)
	Support systems	CRM Newsletter, MSM, Social Media, Website, link to partner websites, promotional events	Website, links to partner support	CRM/Project management system	CRM/project management system, Analytics, drop off points	CRM, analytics, approved case study bank, social media, website