

User Journey	Sales >	Onboarding/ KickOff >	Implementation/ Provisioning >	Usage >	Renewal/ Churn >
Builder	 Not participating in sales cycle	 Not participating in kick off meeting	 Gain access to the product Acquia Academy Building use cases to meet company goals	 Growth and strategy meetings Request product improvements Update languages/maintain site Encounter product problems	 Determine if the product can meet company goals
Support and Service	 Unknown	 Unknown	 Operator Support	 Partners and/or Operator 	 Operator
Support and Services	 Unknown	 Unknown	 Support Technical Account Manager (TAM) (Named/Team) & Professional Services (PS)	 Contact TAM (Named/Team) 	 TAM (Named/Team)
Backstage	 Salesforce determines what account tier the customer is assigned based on • Size • Growth opportunity • What is purchased	 CSM & Operator determine who gets access to the product Acquia determines who will be on the success team	 Account Management Operations (AMC) manually provisions product (24-48 hrs+) Relies on engineering to provision accurately Unknown AM & Operator develops strategy	 Internal teams working backlog of concerns and workarounds, feature release requires 8 teams Bouncers are on Cloud Classic, if they fail, AMC has to manually add bouncers for the customer	 Salesforce automates a ticket to AMC team AMC deprovisions account manually
Pain Points	<ul style="list-style-type: none"> Builder cannot test run the product, leaving functionality unknown 	<ul style="list-style-type: none"> The Builder can't build trust with Acquia early on in the customer journey Builder may be left out of meetings to determine if strategy can be created 	<p>Not paying for support/services</p> <ul style="list-style-type: none"> Expect out of the box solutions to their problem Does not have enough resources to speed up implementation <p>Both</p> <ul style="list-style-type: none"> Acquia products does not integrate as expected Delay in the ability to access the product and get started <p>Paying for support/services</p> <ul style="list-style-type: none"> Implementation process can still be lengthy even with services purchased 	<p>Not paying for support/services</p> <ul style="list-style-type: none"> Multisite configuration difficult Customer without paid services are feeling left to struggle on their own and think they have paid enough to receive specialized help Documentation does not provide best practices or in depth information on how to use the tool/configure management/integrate products on their own <p>Both</p> <ul style="list-style-type: none"> Service Cloud requires a separate log in Slow response time Users submit a higher priority ticket to get a response. What the user thinks is critical is not what Acquia thinks is critical Builder does not want to read documentation <p>Paying for support/services</p> <ul style="list-style-type: none"> Users are getting several service teams internally and externally involved when support cannot sufficiently solve their problem Cannot cc TAM on Service Cloud ticket Bespoke features hard to troubleshoot Back and forth has blurred lines between services 	<ul style="list-style-type: none"> It was not well communicated to the customer to migrate information before de-provisioning to prevent a loss of information
Opportunities	<ul style="list-style-type: none"> Free Trial Project 	<ul style="list-style-type: none"> Include Builder earlier in the journey 	<p>*Customer research to find the root cause of the problems and workshop solutions</p> <p>Not paying for support/services</p> <ul style="list-style-type: none"> Back end fixes for multi-site set up More self serve features <p>Both</p> <ul style="list-style-type: none"> Transparency with unique technological limitations in sales Automate the provisioning process <p>Paying for support/services</p> <ul style="list-style-type: none"> Streamline implementation process 	<p>*Customer research to find the root cause of the problems and workshop solutions</p> <p>Not paying for support/services</p> <ul style="list-style-type: none"> More self serve features and automation Community space for additional support Consider restructuring account hierarchy so all tiers have support options available Develop in-depth documentation or other ways to increase customer knowledge, skills, and/or resources <p>Both</p> <ul style="list-style-type: none"> Improve Service Cloud ticketing system - community Change how support tickets are filed to increase response times Improve communication with support to understand customer urgency (less tickets to escalate case) <p>Paying for support/services</p> <ul style="list-style-type: none"> Streamline communication between support and TAM Increase support skills and knowledge to be able to troubleshoot bespoke features or develop more out of the box solutions 	<ul style="list-style-type: none"> Improve communication with customer to gather all information before de-provisioning Prevent Churn Map the renewal process

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Operator	 Works with Sales to close the deal.	 Introduced to Acquia in kickoff meeting Determine who gets access to the product with CSM	 Ensures Builder has access to product and support Leads strategic planning of how the to leverage the product, best practices, subscriptions, & licenses	 Growth and strategy meetings Request product improvements Governance of product Encounter product problems	 Report to executives on ability to successfully utilize the product to meet company goals
Support and Service	 Works with Sales to close the deal	 Introduced to Account Manager (AM)	 AM Support	 Customer Success Manager (CSM) and AM 	 AM
Support and Services	 Works with Sales to close the deal	 Introduced to success team	 Support Customer Success Manager and Account Manager	 Customer Success Manager and Account Manager 	 CSM, AM, and TAM
Backstage	 Salesforce determines what account tier the customer is assigned based on • Size • Growth opportunity • What is purchased	 Contracts are added to subscriptions portal Acquia determines who will be on the success team	 Account Management Operations (AMC) manually provisions product (24-48 hrs+) Relies on engineering to provision accurately Copies AM and CSM on emails to customer AM & CSM develops strategy	 Internal teams working backlog of concerns and workarounds, feature release requires 8 teams Bouncers are on Cloud Classic, if they fail, AMC has to manually add bouncers for the customer	 Salesforce automates a ticket to AMC team AMC deprovisions account manually
Pain Points	<ul style="list-style-type: none"> Wants the Builder to test run the product before committing to a purchase 	<ul style="list-style-type: none"> Operator does not build trust with Support early on 	<p>Not paying for support/services</p> <ul style="list-style-type: none"> Does not have enough resources to speed up implementation <p>Both</p> <ul style="list-style-type: none"> Acquia products does not integrate as expected Delay in the ability to access the product and get started <p>Paying for support/services</p> <ul style="list-style-type: none"> Implementation process can still be lengthy even with services purchased What is provisioned does not always match subscription purchased 	<p>Not paying for support/services</p> <ul style="list-style-type: none"> Customer without paid services are feeling left to struggle on their own and think they have paid enough to receive specialized help Documentation does not provide best practices or in depth information on how to use the tool and develop an implementation strategy on their own <p>Both</p> <ul style="list-style-type: none"> Service Cloud requires a separate log in Slow response time Customers submit a higher priority ticket to get a response. What the customer thinks is critical is not what Acquia thinks is critical Roadmap does not align with wants and needs for growth Expectations of product purchased does not match experience The level of service the customer expected during the sales cycle does not match how support and services operate <p>Paying for support/services</p> <ul style="list-style-type: none"> Cannot copy Operator, CSM, AM on Service Cloud ticket Bespoke features hard to troubleshoot Customer is getting several service teams involved when support cannot sufficiently solve their problem 	<ul style="list-style-type: none"> It was not well communicated to the customer to migrate information before de-provisioning to prevent a loss of information
Opportunities	<ul style="list-style-type: none"> Free Trials Project 	<ul style="list-style-type: none"> Include Builder earlier in the journey 	<p>*Customer research to find the root cause of the problems and workshop solutions</p> <p>Not paying for support/services</p> <ul style="list-style-type: none"> Back end fixes for multi-site set up More self serve features <p>Both</p> <ul style="list-style-type: none"> Transparency with unique technological limitations in sales Automate the provisioning process <p>Paying for support/services</p> <ul style="list-style-type: none"> Streamline implementation process Automate the provisioning process 	<p>*Customer research to find the root cause of the problems and workshop solutions</p> <p>Not paying for support/services</p> <ul style="list-style-type: none"> More self serve features and automation Community space for additional support Consider restructuring account hierarchy so all tiers have support options available Develop in-depth documentation or other ways to increase customer knowledge, skills, and/or resources <p>Both</p> <ul style="list-style-type: none"> Improve Service Cloud ticketing system - community Change how support tickets are filed to increase response times Improve communication with support to understand customer urgency (less tickets to escalate case) Align sales and operations on how services and support function with different subscriptions Roadmap and strategic alignment Align sales and product functionality expectations <p>Paying for support/services</p> <ul style="list-style-type: none"> Streamline communication between support and CSM or AM Increase support skills and knowledge to be able to troubleshoot bespoke features or develop more out of the box solutions 	<ul style="list-style-type: none"> Improve communication with customer to gather all information before de-provisioning Prevent Churn Map the renewal process