

CURRENT STATE TEMPLATE

| | PHASE 1 | PHASE 2 | PHASE 3 | PHASE 4 | PHASE 5 |
|------------------------------|---------|---------|---------|---------|---------|
| CUSTOMER THOUGHTS & FEELINGS | | | | | |
| CUSTOMER ACTIONS | | | | | |
| CUSTOMER TOUCHPOINTS | | | | | |
| PROPOSED CHANGES | | | | | |