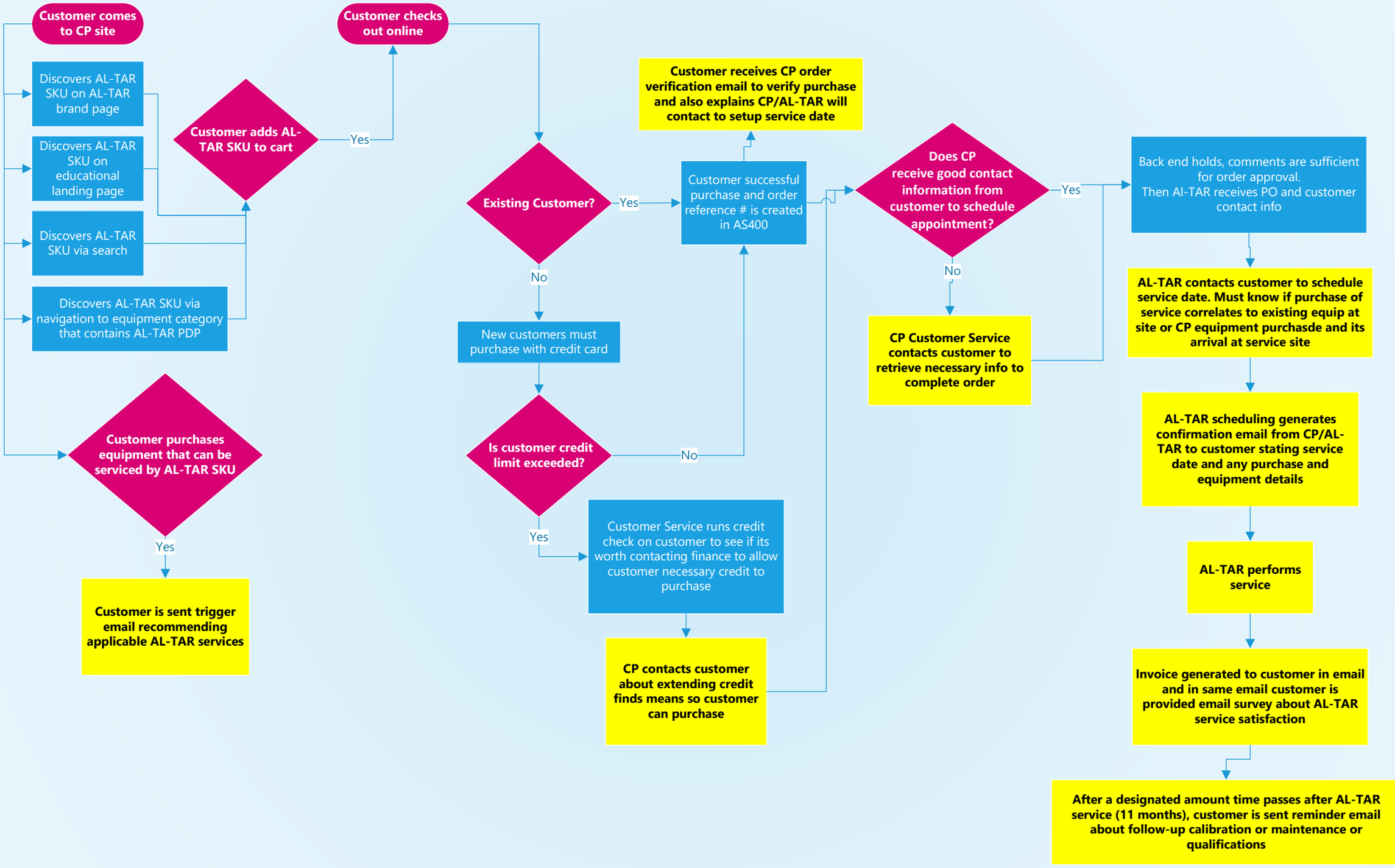
Customer comes to CP site
Discovers AL-TAR SKU on AL-TAR brand page
Discovers AL-TAR SKU on educational landing page
Discovers AL-TAR SKU via search
Discovers AL-TAR SKU via navigation to equipment category that contains AL-TAR PDP
Customer adds AL-TAR SKU to cart
Yes
Customer checks out online
Customer purchases equipment that can be serviced by AL-TAR SKU
Yes
Customer is sent trigger email recommending applicable AL-TAR services
Existing Customer?
Yes
No
Customer receives CP order verification email to verify purchase and also explains CP/AL-TAR will contact to setup service date
Customer successful purchase and order reference # is created in AS400
New customers must purchase with credit card
Is customer credit limit exceeded?
No
Yes
Customer Service runs credit check on customer to see if its worth contacting finance to allow customer necessary credit to purchase
CP contacts customer about extending credit finds means so customer can purchase
Does CP receive good contact information from customer to schedule appointment?
Yes
No
CP Customer Service contacts customer to retrieve necessary info to complete order
Back end holds, comments are sufficient for order approval.
Then Al-TAR receives PO and customer contact info
AL-TAR contacts customer to schedule service date. Must know if purchase of service correlates to existing equip at site or CP equipment purchasde and its arrival at service site
AL-TAR scheduling generates confirmation email from CP/AL-TAR to customer stating service date and any purchase and equipment details
AL-TAR performs service
Invoice generated to customer in email and in same email customer is provided email survey about AL-TAR service satisfaction
After a designated amount time passes after AL-TAR service (11 months), customer is sent reminder email about follow-up calibration or maintenance or qualifications