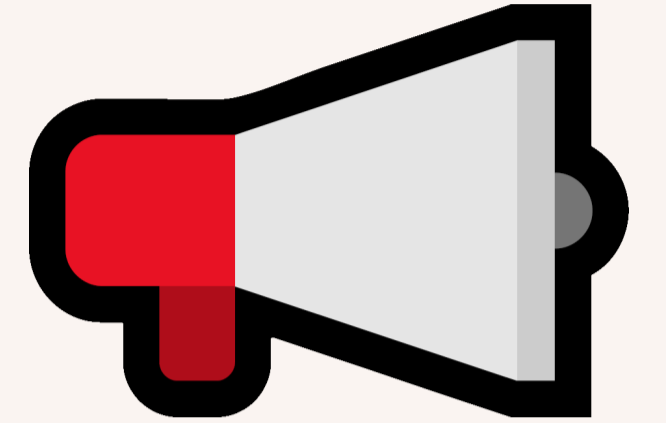
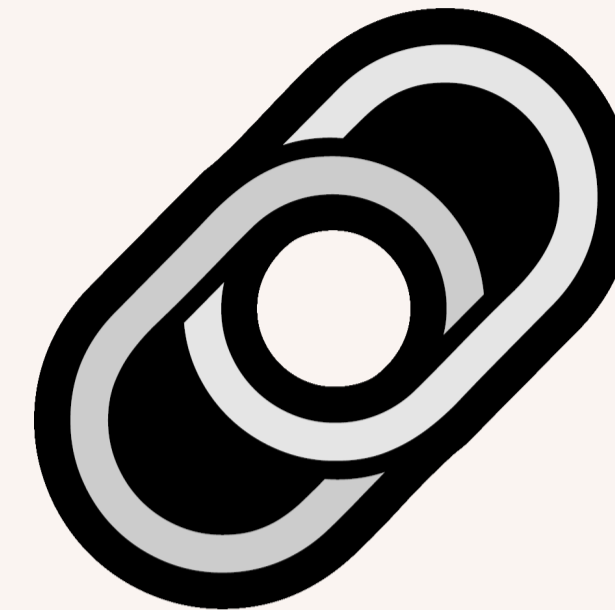
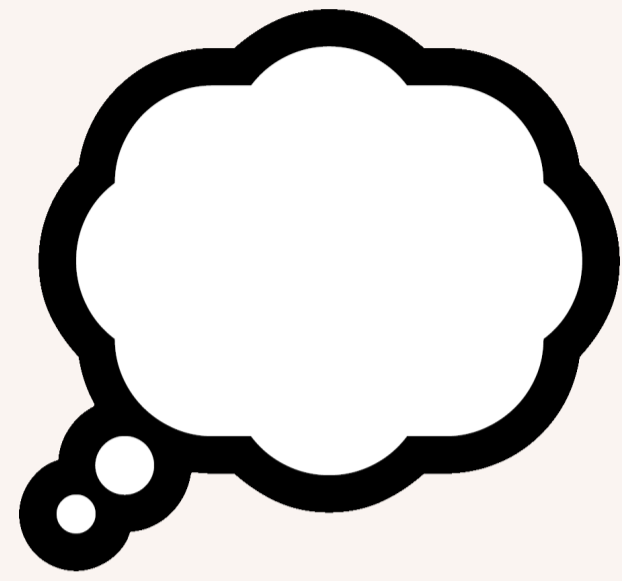


How AI is changing customer journeys

Key

Less common due to AI
Largely unchanged
New due to AI



Awareness

Researches a problem on Google
Reads blog articles
Consumes inspirational content on social media
Asks friends / acquaintances
Is alerted to a problem by AI
Uses AI for an initial assessment

Consideration

Reads guides, tutorials, and advice
Consumes reviews and comparisons
Reads community comments
Lets AI summarize content
Asks for alternatives and assessments
Seeks personalized advice
Lets AI compare
Lets AI reassure them

Decision

Compares providers
Visits product / service pages
Checks prices, delivery times, and services
Gets final external confirmation
Completes purchase
Uses AI to check provider reputation and product
Researches possible „pitfalls“

Retention

Googles solutions to problems
Reads FAQs and help articles
Reaches out to official support
Uses communities or forums
Uses AI for 1:1 troubleshooting
Has AI explain settings, functions
Has support information summarized by AI

Recommendation

Recommends products to friends
Rates and writes reviews
Shares experiences in communities or on social media
Uses referral programs
Mentions on the internet are amplified by AI
Users validate recommendations via AI instead of people