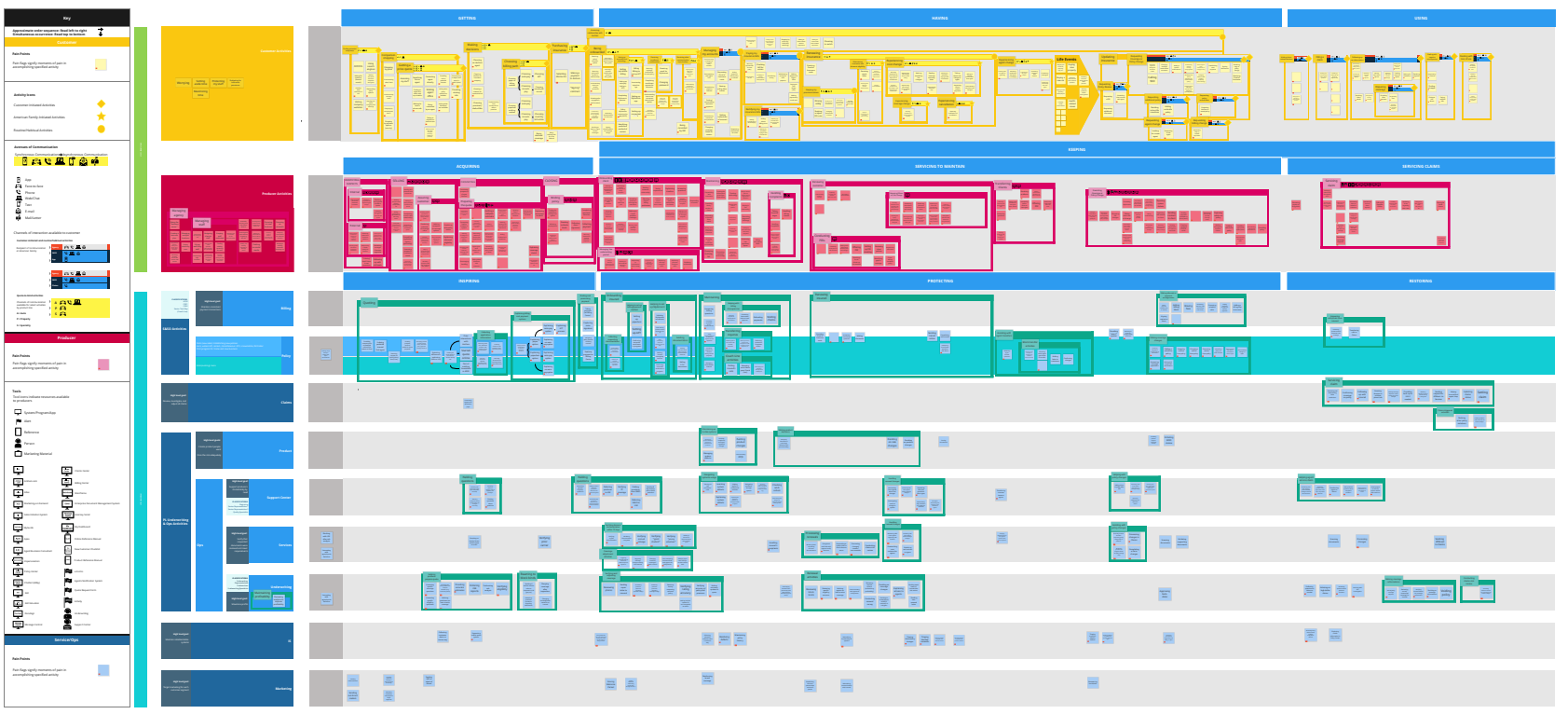
Key
Approximate order sequence: Read left to right
Simultaneous occurrence: Read top to bottom
Customer
Pain Points
Pain flags signify moments of pain in accomplishing specified activity
Activity Icons
Customer-Initiated Activities
American Family-Initiated Activities
Passive/Natural Activities
Avenues of Communication
Synchronous Communication
Asynchronous Communication
Sign
Face-to-face
Phone
Web/Chat
Text
E-mail
Mail/Letter
Channels of interaction available to customer
Producer
Pain Points
Pain flags signify moments of pain in accomplishing specified activity
Tools
Tool icons indicate resources available to producers
System/Program/App
Alert
Reference
Person
Marketing Material
Service/Ops
Pain Points
Pain flags signify moments of pain in accomplishing specified activity
Customer Activities
Producer Activities
Service/Ops
Marketing
GETTING
HAVING
USING
KEEPING
ACQUIRING
SERVICING TO MAINTAIN
SERVICING CLAIMS
INSPIRING
PROTECTING
RESTORING
Billing
Policy
Claims
Product
Support Center
Servicing
Underwriting
IT
Marketing