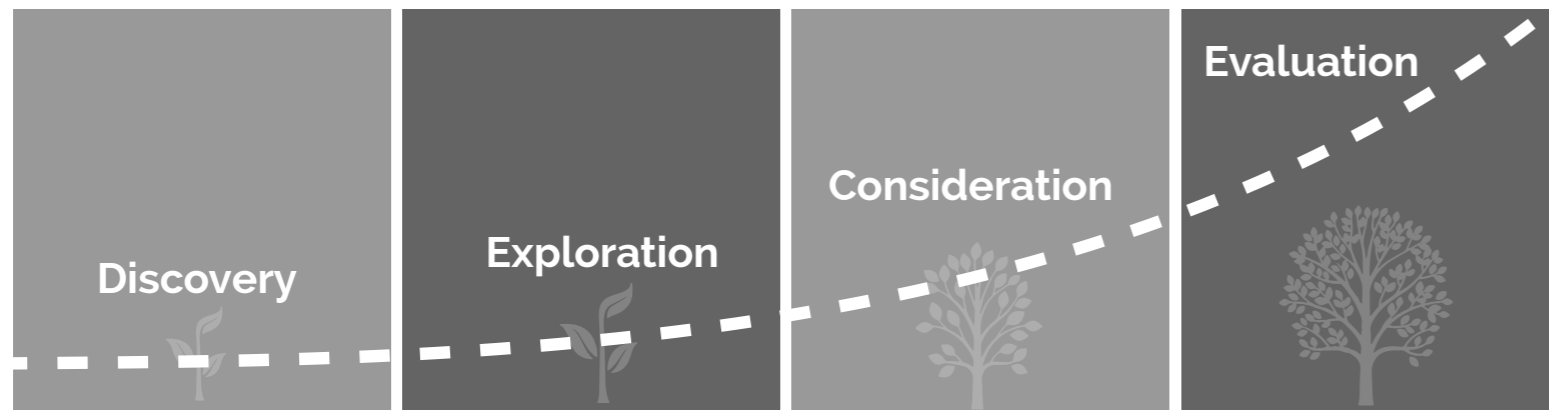




# CUSTOMER LIFE CYCLE MANAGEMENT

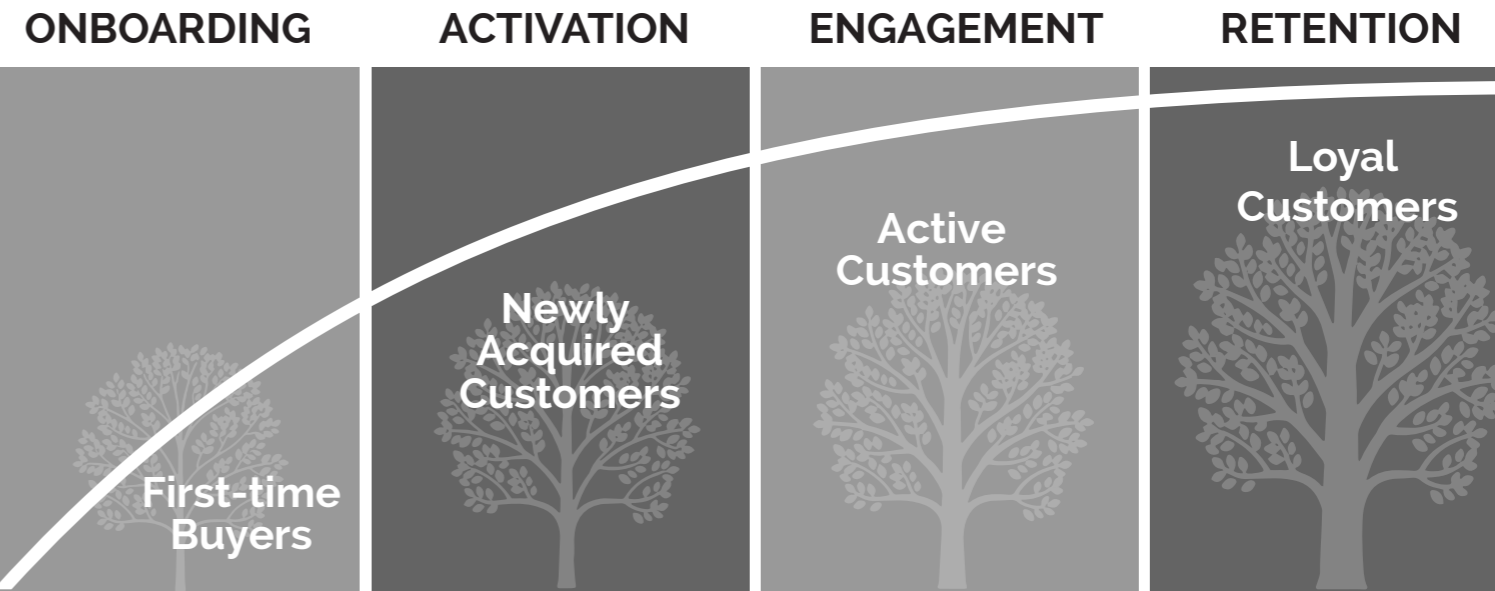
## BUYER JOURNEY



## CLM OBJECTIVES



## CONTENT PILLARS



## CUSTOMER JOURNEY

