MANN+HUMMEL SECCUA US RESIDENTIAL CUSTOMER TO-BE SERVICE BLUEPRINT

This service blueprint maps out the desired state of the US residential customer buying experiences with Seccua based on the output from qualitative research and ideation workshops. It illustrates key steps and pain points across the buying journey as well as the internal actions for Seccua to deliver this service.

This service blueprint is a working document as the first basis for further development. It needs to be updated with the most smooth and delightful journey we are aiming to build up.

CUSTOMER PERSONAS AND THEIR MAIN NEEDS

Customer personas represent the key roles and behaviours of the consumer groups.

Handy Family Man
Look for the most practical products and best return-of-investments within family budgets, active on professional news channels instead of social media.

Powerful Front Mother
Have a strong willingness to pay for peace of mind and convinvance, not interested into technical details, rather positive customer reviewers.

First Modern Clan
A young couple who enters a new stage of life and they are ready to buy their first house with upgraded home appliances with connectivity.

Strict Budget Carer
Look for effective solutions with affordable prices and care for vulnerable family members at home.

TOUCH POINT

- Phone
- Email
- Online & Offline Ads
- Social media
- Plumbers
- Landing Pages
- Tradeshows/Fairs
- Google
- Seccua Staff
- Ecommerce
- Website

LEGEND

- Expectations
- Back office actions
- Painpoints

DESCRIPTIONS

TO-BE STEPS APPLIED FOR ALL PERSONAS

CONSUMER VIEW

CATEGORIES

SECCUA VIEW

TRIGGER

A prospect discovers a need or want and becomes aware of water filtration through home products display/members, search engine, word-of-mouth, website, testimonial, or even a social or blog post.

How does a US customer's needs for a POE system arise?

Outbound Marketing

Content marketing
- Reads articles about water contaminants, softening and filtration and Seccua can provide solutions to these products

Media channels
- Sees ads on FB, Instagram and other social media
- Sees water filtration videos on Youtube

eCommerce platforms
- Sees discounted Seccua POE systems on the grocery online stores
- Gets recommendations on Seccua products on other home appliances products on Home Depot/ Amazon/Lowe's

Partnerships
- Reached out by Seccua's builder/ developers
- Visits the model home with the Seccua filtration system installed
- Told by real estate agents that Seccua filtration system can provide water filtration solutions
- Gets recommendations from real estate agents that can provide water filtration solutions
- Got a water quality report offered by Seccua's partner
- Gets filtered water from taps at wellness centers

Inbound leads

Concerns an evident
- Sees the water is not clean/purify
- Tastes the water metallic
- Detects the bad smell in the water
- Learns about the bad water quality in the local area
- Reads the report on bad water quality in the local area
- Doctor suggests to drink filtered water
- Family members get sick by drinking tap water at home

Moving into a new house
- Upgrades home appliances in a new home
- The pre-installed system doesn't work anymore
- Gets recommendations from a friend/family, or high-end community
- Wants to increase the life-span of appliances in the house/ scale by by installing a POE system early
- Follows a Seccua's orientated twitter

WOM
- Gets recommendations from a friend/family, or high-end community

Offline Awareness
- Sees the Seccua products in the Home Depot/ Walmart stores
- Sees the Seccua products in the trade shows

SEARCH

Consumers try to find out what kind of water filtrations are suitable for their need and use it to search keywords.

How does a US customer/user get search started on a POE systems?

Clicks on Answers' home depot
- Sees great reviews
- Sees direct product values that can address the issue that relevant to his/her
- Sees simple to understand instructions that encourage him to check all technical details
- Sees low maintenance efforts

Visits Seccua landing page
- Gets Seccua brochures from Home Depot/ home builders or other partners
- Get educated and trained by Seccua partners
- Trusts partners' words and expertise
- Agrees to answer any questions with accuracy and professionals

Searches on Google
- Finds Youtube videos of Seccua products
- Finds Seccua products on the opt search
- Content & Blogs created from Seccua
- Finds seccua store page with brand and detailed information on Home Depot/ Lowes and Amazon
- Sees guideline how to choose the best POE system for you home
- Sees Seccua products' customer groups reviews with a good impression
- Sees goodies around the stores with 20% off different products

Searches on multiple online shopping channels

Asks local plumbers' experts
- Sees designed questions to find suitable products
- Sees relevant key words with attractive benefits of Seccua
- Sees how to remove specific contaminants in the water
- Sees Seccua technology articles
- Get interested by the system technology from Seccua
- Members recommends seccua with very appealing product intro and free support call anytime

Visits Seccua website
- Be able to find all the information on Seccua website.
- Provide easy navigation to all information required and not confused
- Demonstrates the POE system components and figures

RESEARCH

Consumers now start to investigate, do their research and read content (instruction manuals, product descriptions, reviews, Q&As, product reviews, etc.).

How does a US customer investigate and understand the POE systems?

- Create a quick quiz for customers to find the relevant product fast
- Understands the sustainability impacts by using seccua
- Leader in filtration, >1 80 years
- Sees the healthy benefits
- Reads real customer testimonials that creates trust and confidence
- Introduces and demonstrates Seccua as a eco-friendly products
- e.g. how many water bottles will be saved
- e.g. how much water you can save in the long term
- Sees long history of expertise and brand in Germany
- Sees comparisons before and after
- Reads the relevances and benefits
- Uses the calculator for return of investment
- e.g. how much money you can save
- e.g. save the real price per liter
- e.g. finds long-term benefits, $1000 vs $2000 differences and savings
- Checks official product certificates
- Checks FAQ
- Clicks on detailed pages

CHOOSE

Try to find the best water filtration for their home among different brands and offers.

How does a US customer choose between all products options?

Easily searches for Seccua and other phone brands
- Talks with professional service
- Gets responses right away
- Sees the comparisons information with quantitative results and numbers
- Find checks on real customers' reviews again, to be sure
- Sees Long warranty provides trust
- Creates pros and cons for all products
- Asks plumber for decision
- Asks plumber for purchasing questions
- Speaks and discuss with his/her family/ family
- Expects open questions to be answered
- Feels Seccua staff caring and friendly
- Appreciates transparency and honesty
- Be ready for any questions online
- Satisfied by Seccua customer service
- Price is easy to see and compare

PURCHASE

Consumers are deciding to buy or not to buy based on the results of their water filtration assessments. They follow the website purchase process, place an order and then check out. Or they call and email to make the purchase.

How does a US customer complete a purchase process?

- Convinced by the Seccua high-end quality products
- Confirms the best price to value from Seccua
- Amazon/Home Depot/Lowes
- Seccua Website
- One-time payment
- Easy investment with low-to-interest rate
- Sees the product combinations' recommendations
- Customize all the ordered directly online
- Create easy and simple checkout page
- Gets total prices with different add-ons
- Create surprise for the US to enable fast checkout
- Stretch of payment possible with zero interest rate.
- Smooth process with trustworthy payment providers.
- Feel happy about the decision.
- Set of replacement filters are included.
- A lot of money at once to spend.

INSTALL

Ordered filtration system is delivered to customers. Installation is done by themselves or by professional installer/plumber.

How does a US customer install a POE system at home?

- Warranty is guaranteed and applicable cases
- Let the customers know that we can support them to get a plumber
- Sees the right recommendations for DIY installation
- Unpacks the arrived Seccua products
- Watching youtube videos about how to install the filtration system
- Knows what hot tools he/she will need to finish the installation difficulties upfront
- Reads detailed Seccua manuals
- Understands necessary warnings for DIY installation
- Provide detailed DIY instructions for them
- What to expect from Seccua
- Sees the benefits when serious to fit for you
- Seccua installation
- Knows Seccua will take care of everything like pre-installation payment
- Seccua help finding a local plumber
- Seccua installers
- Local plumbers can evaluate the installations professionally
- The plumber knows how to install the filtration system.
- The installation process is not too complicated to be done.
- The installation should be free of charge, or included in the product price.
- Quick installation process.
- Expect experienced plumber who has installed Seccua system before.
- The plumber has all the tools in place.
- Installation process is too complicated to do it yourself.
- Installation process is expensive as well.
- Additional work to be done to research fix right plumber.
- Call local installer (hourly cost).

FOLLOW-UP

New water filtration system arrived and filters the water in the house. Customer needs to use or fix professional installer/plumber.

What does a customer receive after sales?

- Talks with professional service
- Gets responses right away
- Receives emails and follow-ups from Seccua
- Receives offers to receive replacement filters from Seccua
- Joins customer related program
- Downloads the Seccua APP
- Asked by Seccua if everything is fine?
- Asked by Seccua if everything is fine?
- Provided with the options to heal the water
- Provided with the options to receive newsletters offers
- Feel small thrill/ reminders to buy replacement filters
- Subscription service to send replacement filters on time
- Provided with incentives to write reviews on website/ Instagram
- Provided with the opportunities to refer friends and family
- Collects benefits by showing appreciations with Seccua
- Get encouraged to share their experiences with incentives
- Instant customer support for questions
- Reads relevant blogs
- e.g. sees relevant news offers are also experiences
- e.g. sees goodies/welcome on water filtration
- References programs
- Sees Seccua values via the app
- Trusts seccua further
- Motivations and checks water usage and quality regularly
- Joins the seccua community
- WOM Campaigns
- Test on new products
- Rate program

EXPECTATIONS /PAIN POINTS

- Want everywhere they live to have a water filtration system in place.
- Expect their personal health and their relatives to improve with a filtration system.
- Take care of their body and cares about their nutrition.
- Care about their personal well-being.
- Expect to upgrade their home appliances when moving to a new place/bought a new house.
- Was scared that the water might not be healthy for children.
- Scared of plumbing particles in the water.
- Buying water is inconvenient.
- Doesn't want cheap filters though, due to risk of water leakages.
- Doesn't want to drink from plastic bottles.
- The water is too hard.
- To get a first understanding on the price and product range.
- Want to get informed and educated.
- Information can be easily found and accessible online.
- Difficult to find good information online answering most questions.
- Hard to sort out everything, it's like opening a rabbit hole.
- There are too many companies out there.
- Get all the information needed.
- Have a good feeling when talking to sales people.
- Have a comprehensive understanding of which product can improve the situation.
- The company has very good customer reviews.
- Expect a long warranty from the company.
- Difficult to compare different offers.
- Don't see the values and differences having a POE system.
- Technical descriptions of products are not easy to comprehend for everybody.
- New topic for many.
- Lack of understanding.
- Insecurity.

SECCUA BACK OFFICE

Marketing

- Optimise the SEO and google keywords search.
- Set up effective tracking system between channels and websites.
- Create retargeting campaigns from competitors.
- Prepare digital brochures on the products and benefits.
- Direct marketing on TV, relevant magznes.
- Create youtube content and ads.
- Participate relevant roadshows and fairs.

Partnership

- Cooperate with wellness creters.
- Get cooperations with relevant authority on the boiled water alert and water testing.
- Establish partnerships with plumbers and builders.
- Integrate CRM system.
- Enable email, newsletters and subscriptions.

- Make presence on all relevant ecommerce platforms.
- Reset our multi-channel ecommerce accounts.
- Provide plumbers and builders with sales & marketing collaterals.
- Provide product trainings for plumbers and others.
- Seccua team can be more active on social media posts and response.
- Along with key words on search terms, provide customers with answers.

- Generate authentic customer reviews on Google, Seccua websites and comparison websites.
- Prepare detailed numbers and figures to demonstrate the superiority and quality of Seccua products.
- Create attractive product pages across different ecommerce channels.
- Design a useful calculator for ROI, price and value ratio.
- Create blog posts on the relevant and trending water issues.
- Like a question on Amazon page, give customers ability to publicly ask and have questions answered under products.
- Build resourceful sites with technical information and instructions on the products.

- Establish easy accessibility to customer support and professional consultation.
- Get Seccua staff certified and prepare them with good trainings.
- Continue with consultative sales approach and focus on the customer not the sale.
- Continual and courteous follow-up through the sales process: no scare tactics.
- Respond customers quickly in 1-3 hours.
- Enable automatic answers function.

- Offer various payment options and financing.
- Allow pre-ordering through website with pre-payment options to reserve systems if out of stock.
- Make expectations clear and transparent to prevent on website (i.e., delays, restocking estimates.
- provide good services for our local dealers and plumbers.
- easy way to ship to Seccua builders/partners.
- set up system for dealers for quick comms.
- set up service and price packages for the builders.

- Clean and clear install directions- less endless link paths/blog style.
- Provide install packages in one clean package/pallet.
- Make sure our plumber networks can cover as many areas as possible so Seccua can always find a certified
- plumbers for customers.
- Take customers calls and respond their emails fast on their installation questions.
- Make sure customer have successfully installed the device and are happy with the results.

- Use CRM to email blast customers quarterly about promos, check ins, and reminders.
- Exernal development of LB partner program allows LB-based support team to efficiently address issues.
- Establish incentive systems or loyalty programs for customers.
- Prepare for the Seccua APP development and product connectivity in the future.

- Provide water testing options for peace of mind.
- Make sure customers are happy with their Seccua filtered water and address any remaining questions or concerns.
- Follow up on customers who had. Installation problems.

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