CUSTOMER JOURNEY TO BUY ASSET MANAGEMENT SOFTWARE

**AWARENESS STAGE**
- **Duration:** 12 to 18 Months
- **Online Search Behaviour:** Generic
- **Information Collection:**
  - Typically starts 12 to 18 months before the actual purchase
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- **Touch Points:**
  - Predominantly Online
  - Typically liaise with 5 to 6 vendors
  - Prefer online communication cycle
- **Focus:**
  - Highly relevant benefit led information
  - Scan online ecosystem - Websites, Forums, Reviews, YouTube, LinkedIn etc
  - 53% research and compare products online before contacting vendors

**CONSIDERATION**
- **Duration:** 12 & 53%
- **Touch Points:**
  - Predominantly Online
  - Typically liaise with 5 to 6 vendors
  - Prefer online communication cycle
- **Focus:**
  - Highly relevant benefit led information
  - Industry specific case studies and videos typically get more attention
  - Like short overview and long product demo videos

**INTENT**
- **Team Product Demo:** (Typically done at Customer’s Office)
- **Decision-Maker Involvement:** Typically More Than 1 Demo
- **Request References:**
- **Typically shortlist 2-3 vendors**
- **Confidence validation in their chosen product/vendor**

**PURCHASE**
- **Duration:** 2 - 3 weeks
- **Confidence validation in their chosen product/vendor**
- **Typically ask post sales questions**