

## Customer Actions

Actions that customers perform in the process of getting a service

New inquiry on the official website

Submit service requirement form

Choose plan and make payment

Send the necessary data and resources

Approve the service and take delivery

## Front Stage Actions

Actions performed by employees or technology to assist the end-user.

Send acknowledgement email to the new lead

Display thank you page on the website

Prepare service agreement and email it

Start working on the service opted

Finish the service and deliver it to the client

## Back Stage Actions

Actions that the user doesn't see, but that are required to support their experience.

New lead automatically created on the CRM

Adding the received data to the CRM

Receiving payment and sending the invoice

Adding project and tasks to the CRM

Close the tasks and generate report

## Supporting System

Anything that must exist to support the actions and experiences.

Official website and Rydrex CRM

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Rydrex CRM and payment gateway

Rydrex CRM and backend server

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