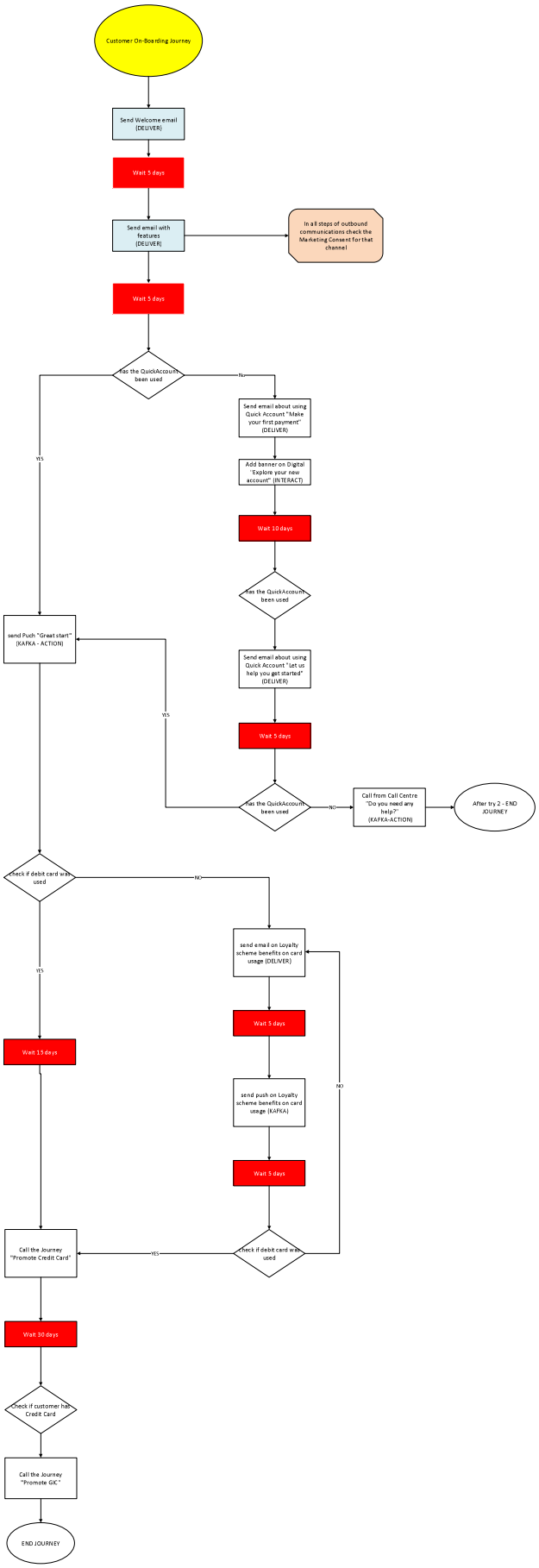
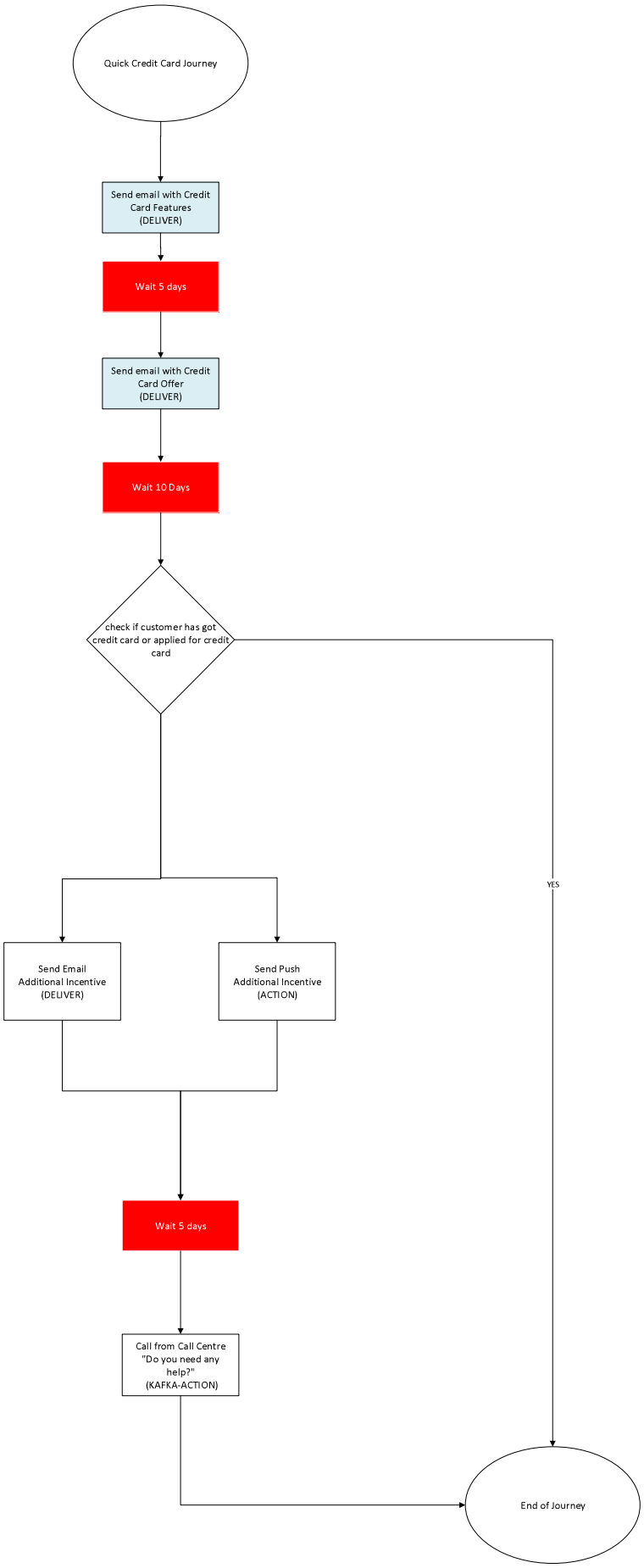
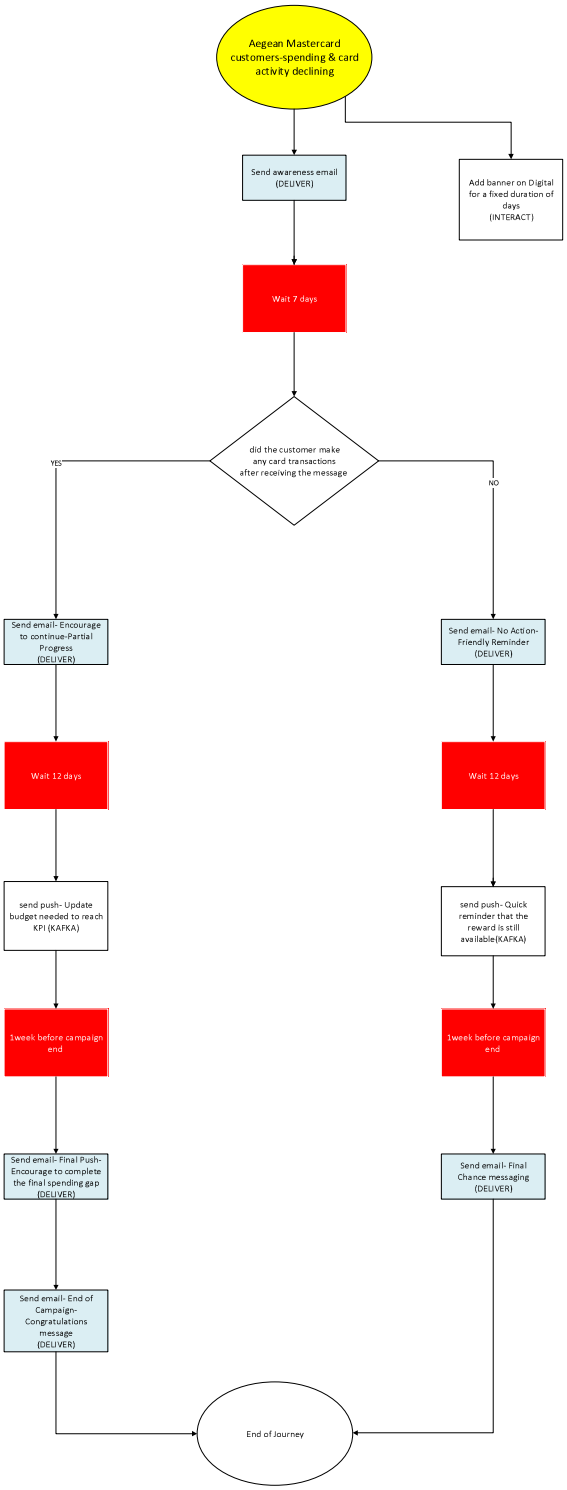

Customer On-Boarding Journey
Send Welcome email (DELIVER)
Wait 5 days
Send email with features (DELIVER)
In all steps of outbound communications check the Marketing Consent for that channel
Wait 5 days
Has the QuickAccount been used
NO
YES
Send email about using Quick Account "Make your first payment" (DELIVER)
Add banner on Digital "Explore your new account" (INTERACT)
Wait 10 days
Has the QuickAccount been used
Send email about using Quick Account "Let us help you get started" (DELIVER)
Wait 5 days
Has the QuickAccount been used
NO
Call from Call Centre "Do you need any help?" (KAFKA-ACTION)
After try 2 - END JOURNEY
YES
send Push "Great start" (KAFKA - ACTION)
Check if debit card was used
NO
YES
send email on Loyalty scheme benefits on card usage (DELIVER)
Wait 5 days
send push on Loyalty scheme benefits on card usage (KAFKA)
Wait 5 days
Check if debit card was used
YES
NO
Wait 15 days
Call the Journey "Promote Credit Card"
Wait 30 days
Check if customer has Credit Card
Call the Journey "Promote GIC"
END JOURNEY


Quick Credit Card Journey
Send email with Credit Card Features (DELIVER)
Wait 5 days
Send email with Credit Card Offer (DELIVER)
Wait 10 Days
check if customer has got credit card or applied for credit card
YES
Send Email Additional Incentive (DELIVER)
Send Push Additional Incentive (ACTION)
Wait 5 days
Call from Call Centre "Do you need any help?" (KAFKA-ACTION)
End of Journey


Aegean Mastercard customers-spending & card activity declining
Send awareness email (DELIVER)
Add banner on Digital for a fixed duration of days (INTERACT)
Wait 7 days
did the customer make any card transactions after receiving the message
YES
NO
Send email- Encourage to continue-Partial Progress (DELIVER)
Send email- No Action- Friendly Reminder (DELIVER)
Wait 12 days
Wait 12 days
send push- Update budget needed to reach KPI (KAFKA)
send push- Quick reminder that the reward is still available(KAFKA)
1week before campaign end
1week before campaign end
Send email- Final Push- Encourage to complete the final spending gap (DELIVER)
Send email- Final Chance messaging (DELIVER)
Send email- End of Campaign- Congratulations message (DELIVER)
End of Journey

1. Reusability of Journeys
2. Control of multiple Journeys and overcontact