We need to update our Customer Journey Graphic. Below is the current graphic and a list of updates.

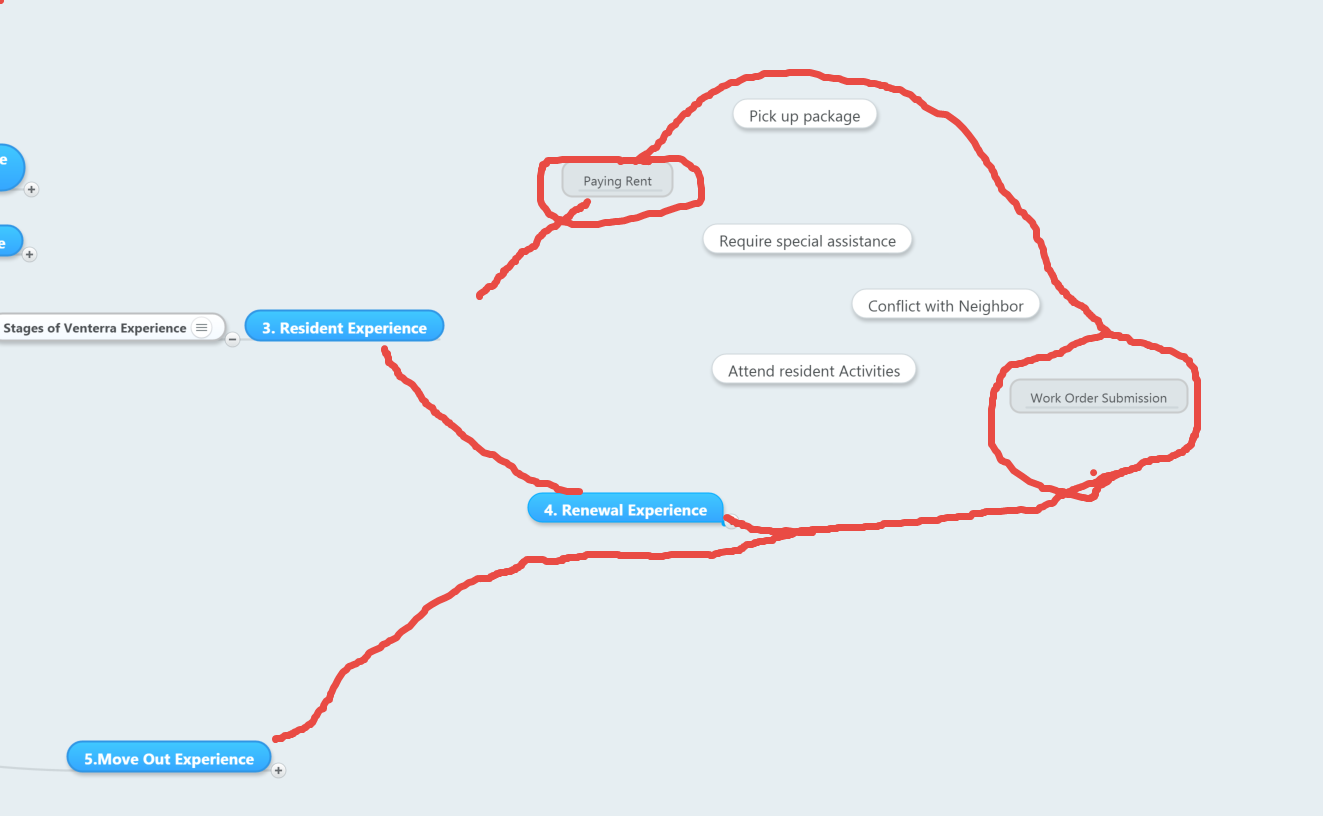
We are a property management company that owns and manages 55 apartment communities across the Southeast US.  As part of our employee training, we define the customer experience, the touch-points within and what we expect at each stage. Currently we have 5 stages within the Venterra Experience “cycle”: Leasing, New Resident, Resident, Renewal and Move Out. We’re looking to define the Resident Experience a little more. It may mean that visually, the straight line becomes a line with a loop. Once the resident enters the resident experience, they’ll definitely interact with us to Pay Rent and most likely to Submit a Work Order. There are a number of additional touch point opportunities. At the end of the resident cycle, they either renew their contract with us and re-enter the resident cycle or they move out. I’ve added a rough visual of this below as well.

We’re looking for someone **with journey mapping** **experience** to use their creative license to update the graphic of our customer journey map in consideration for the above.

**The current customer journey map, The Venterra Experience**



**Rough Visual of more defined Resident Experience**



Straight line journey becomes a journey with a loop? Not married to this. Just an idea.

