

# PUBLIC SECTOR BUYER+CUSTOMER JOURNEY MAP

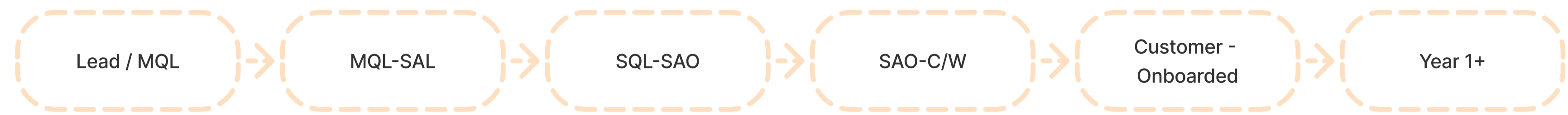


## PUBLIC SECTOR - FEDERAL & STATE IT Decision Maker

N.B This journey does not include the education sector, nor the Digital Comms persona. It focuses on CMS rather than Parse.ly or full suite.

## CONTEXT

The IT Decision Maker is often not an expert in their field. They lack the key skill sets needed for a successful project, within their team. They are busy, with multiple projects running, therefore they appreciate it when things are kept simple, and easy to understand. Providing them easy to follow communications that give clarity, is key.



Stage	Awareness	Consideration	Decision	SAO - Closed Won	Onboarding	Renewal /Advocacy
<b>Emotion</b>	Panic   Urgency 	"I am crossing my fingers!" 	Overwhelm   Hopeful 	Confused   Anxious   Excited 	Overwhelm   Confusion 	Brain Melt!   Overwhelm 
<b>Thinking / Feeling / Doing</b>	My site is end of life. "It's been 5 years - my site is end of life" I need to update it (tickets) I need to redesign it - Accessibility, laws I have budget and resource constraints Our systems are outdated Technical debt is increasing	CMS Requirement - which fits us best? GRC - which do I need to meet? I need top notch performance and availability I need top notch support I need security and compliance ticked Accessibility is a must It must meet our marketing/ comms team's requirements Status quo vs self vs competitor vs managed?	I need to align the stakeholders I am worried we cannot afford this Please - just make this as easy as possible. I hope this is simple enough for us to roll out and maintain I hope procurement isn't going to block this. I have a short list - I will take this away to the team for a decision. Writing an RFP	Procurement and internal dynamics - RFPs I am fighting an internal battle There are competing bids I am not an expert (tech) Oh, are you not a SaaS company? I really hope this purchase isn't going to risk my job How's my partner strategy looking?	I am too busy to do this - I don't care what resources you offer I am panicking! I will send an urgent ticket! Huh? Who owns what? Oh, you do that? Who owns this? (e.g. antivirus)	Gosh - this has been hard to get live I just need to get the site live - I cannot do anything else at the moment The technical team is overwhelmed, we lost our resource
<b>What are they asking?</b>	What am I allowed to do? I go to procurement sites Information sources: peers; consultants I am gathering internal complaints I am researching: google, AI, events etc. Who have you helped who is like me?	Does the vendor have: NASCPO   Fedramp   Stateramp etc. ? Who else is using this vendor? Do I have the budget? - I need pricing	What else can these guys help me with? What value adds can you guys bring?	What's the security gap from Fedramp -> non-fedramp What else should I be asking? What value adds can you guys bring?	When will my environment be ready? Help me with ATO and FedRamp please How do I integrate this with my existing documentation? Who owns this? (e.g. antivirus)	My site isn't live, so please reduce my MUV renewal price.
<b>Pain Points</b>	<p style="text-align: center;">I need to modernize digital services for the front and back end</p> <p style="text-align: center;">I have budget restraints I have a lack of skills, expertise and staff</p> <p style="text-align: center;">I am unaware of my inability to innovate. I am unaware of the impact a lack of technical continuity will have on the success of my project</p>					
<b>Blockers to Progress</b>	Lack of information Legal Politics Budget	Vendor misses some check boxes Case studies Technical knowledge	We are not on the shortlist We are not contributing to the RFP We do not offer enough additional value	The vendor is not in the room for the decision. Technical skills Technical continuity needed	Resource and partner gaps: lack of technical continuity Lack of WP developer skills Internal: documentation relevancy to audience (e.g. too technical) Unclear DIOs	Expansion: Customer should ask how else we can help them - but is too much too soon. Sites are not live, so our pricing/revenue is compromised Lack of technical continuity
<b>Other Stakeholders</b>	Support staff Consultants Security team Digital Comms lead Partner	Security team Partners	Partner / Vendor management	Procurement Legal Digital Comms Security	ITDM IT team Comms team Partners	IT team Digital Comms Partners
<b>Channels</b>	Search Social Email Industry Associations GovTech Government in-person events Webinars Government email lists	Website research Demo requests Reviews	Case studies TCO Calculators Demos Email	Ads Peers / Customer references Case studies Sales Engineering Email Events	Scaled-CX In-product Sales Engineering Customer Success Email	Scaled CX Customer Marketing GTM Marketing
<b>Opportunities</b>	Logos matter Keep tone of voice simple Partners matter In-person events matter Offering education and advice	Highlight the need for technical continuity Provide insights into our support, and our value adds Showcase our GRC and security credentials. Keep it simple and clear	Highlight the need for technical continuity Provide insights into our support, and our value adds	Provide insights into who owns what, at the pre-sales journey stage	Tailor the content to a non-technical technical audience Over communicate in terms of quality not quantity Tailor marketing to drive loyalty and success	Provide more support and check in Provide more incentives to become an advocate - through awards for agency and individuals
<b>Notes</b>	New Content:  <i>Cost of ownership - cost centres / changing who builds pages</i>  MKG: events	New Content:  <i>Modernization: we aren't as complex as you think</i>  TCO: <i>How government agencies reduce risk and spend with VIP</i>  <i>What to Buy. How to Buy.</i>	New Content:  <i>GRC/Security - an in depth dive</i>  <i>Strategic: Updated pricing and bundles</i>	New Content:  <i>Key Benchmarks/Milestones: setting expectations for the journey</i>	New Content: <i>Key Benchmarks/ Milestones: setting expectations for the journey</i>	GTM Strategic: <i>Updated pricing and bundles</i>  MKG: <i>awards</i>

[Link to detailed Journey Map](#)