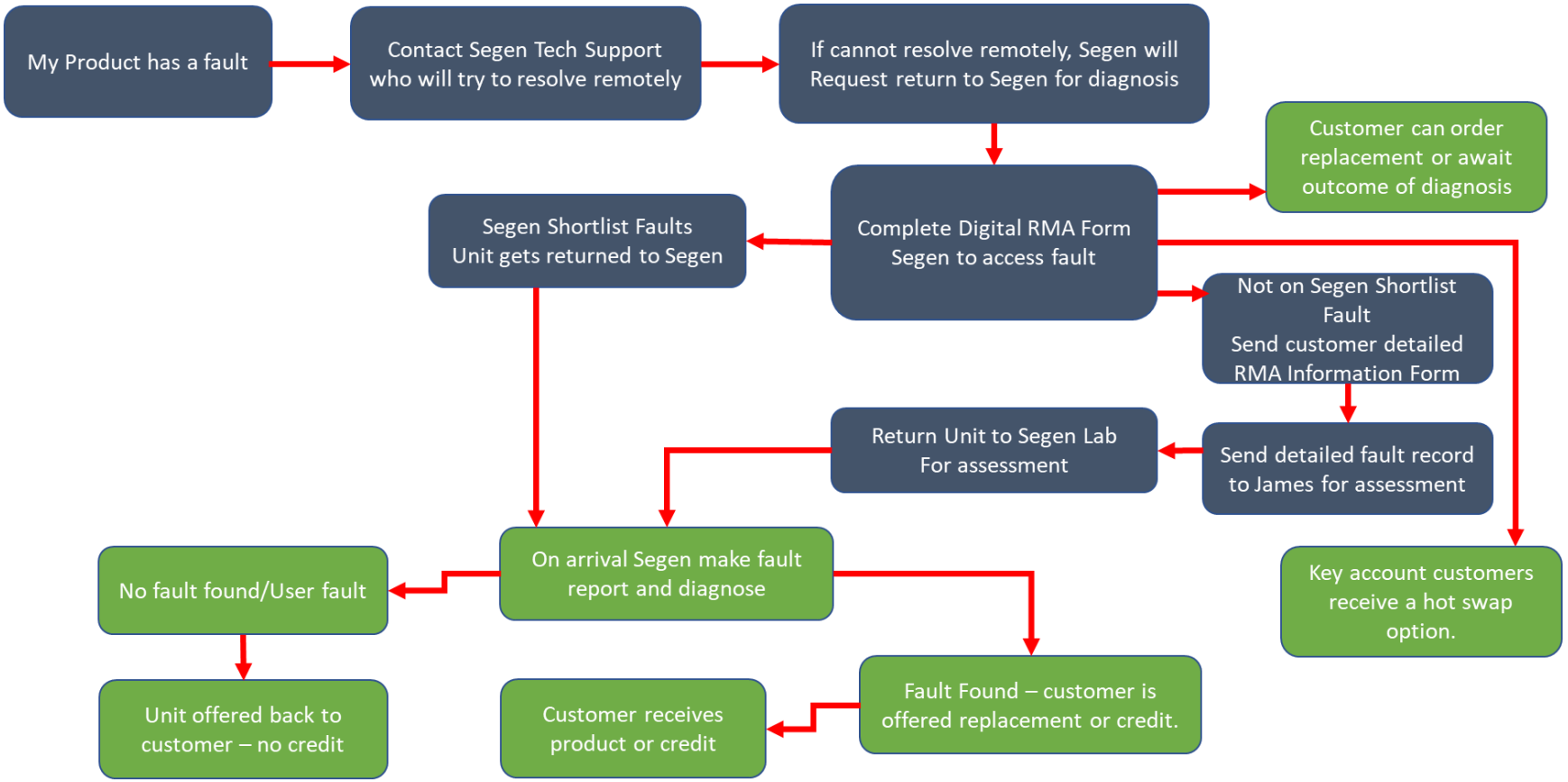Customer Journey