Market Access Customer Experience Map - Current State

Created by Grace Wenzel, LR Used: V1.0, 2023-03-03

Journey Details:
Demonstrated market access experience map across all channels
For a BEIR or REFORMED TC customer / Applicant

Customer Profile / Use Cases:
- A customer new to US, with a new product that requires certification
- A customer new to US, with a new product that requires certification that maintains a mark/certification
- A customer new to US, with existing products switching from another service provider
- A returning US customer with a new product that requires certification
- A returning US customer with a new product that requires certification that maintains a mark/certification
- A returning US customer with existing products switching from another service provider

PHASE	New Product Design				Existing Product(s)				Sales/Quoting		myUL Onboarding	Acquire and Maintain Product Certification (may or may not use myUL at any stage)						Certification Maintenance	
STAGE	Identify market opportunity	Research markets and regulations	Assess feasibility of product / market	Define final product	Admin Requests - Change to file/scheme or company/product info	Admin Requests - File Transfer, Conversion, and Copy	Change to an existing product (new market, change in categories, etc.)	US Insurance / Customer Contracts US	Get Quote	Access to myUL	Quote completion, order creation, and testing preparation	Testing	Product Mark Design Review	Certification	Purchase labels (if needed)	Initial Production Inspections	Make and Sell Products	Field Inspections
KEY ACTIVITIES																			
actions What does the customer do?	**Description:** Internal research, research and development process, brainstorming, which products to bring to market **Key Activities:** • Research markets, market needs • Assess current product offerings (charts, internal data) **Internal Contacts:** • Sales, Underwriting, Product Dev, Legal	**Description:** Research potentially, how well their product fits within the market they will be in/enter **Key Activities:** • Research regulations and standards for a specific market • Identify certifications needed to enter that market, understand the standards • Assess if product meets the standards/requirements • Research product components that can be customized to enter new markets **Alternate Paths:** • Customers who have business in Texas or customers who believe it is time to expand	**Description:** Determine if it is the value up of the their product **Key Activities:** • Assess if product meets the standards, and assess components • Assess if customer/product is applicable • Materials/data/drawings • Define final product	**Description:** Finalize the product, and assess components **Key Activities:** • Assess if product meets the standards, and assess components • Assess if customer/product is applicable • Materials/data/drawings • Define final product	**Description:** Customer wants to make a change to their current company/product information (i.e. a phone/address or contact change) **Key Activities:** • The customer reaches change/admin/information because the information/issue is not correct or needs to change • Utilizes Change Request Form • The customer reaches to change address information because the information/issue is not correct or needs to change • Utilizes Change Request Form • Customer reaches out to UL representatives for a problem or to initiate a change, problem or change request • Fraudulent Requests • Customer reaches out to UL representatives that results only discovery/response to Marcom, PCS, Finance, Legal • Fraudulent Requests • Customer reaches out to UL representatives that results only discovery/response to Marcom, PCS, Finance, Legal • Fraudulent Requests • Customer reaches out to UL representatives that results only discovery/response to Marcom, PCS, Finance, Legal **Fraudulent Requests:** • Customer reaches out to UL representatives that results only discovery/response to Marcom, PCS, Finance, Legal • Fraudulent Requests