

Customer Journey Model Canvas

Attractiveness, Selection & Application

Intro

	Central information point →	Personalized communication →	Know the basics →	Support in finding accommodation →	One tone of voice →	Cultural introduction →	Cultural introduction →
Element Short description	A unique point of entry to find consistent and useful information channels of the university.	A personal approach in personalized messages and direct contact with university staff.	All essential and practical steps to take before and upon arrival.	Help offered to the newcomers to find housing before arrival to the university.	Coherent communication from all university staff towards the newcomer.	Coordinated activities and information aimed on increasing awareness of the local culture and traditions.	Coordinated activities and information aimed on increasing awareness of the local culture and traditions.
Existing Programs/activities /channels available at institution							
Thoughts What students/PhD's think about the element							
Emotions Emotion (expected or needed)							
To improve Programs/activities /channels to improve							

Customer Journey Model Canvas

	Intro							
Element Short description	Legal procedures Information and support on the set of formalities requested upon arrival.	Welcome ceremony The first, official and live welcome moment or ceremony for all newcomers.	Get to know each other A moment to meet and greet each other with introductions, presentations or just a small talk.	Welcome kit A physical package with the essential information and goodies.	Introduction to the campus A tour over campus(sus) to help newcomers to find their way around.	Find your place in the community Introduction to the social ecosystem of groups and associations at the university.	Discovering university services Introduction to available services and supporting staff.	City tours Thematic group tours to introduce newcomers to the city.
Existing Programs/activities /chanel available at institution								
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InComm Customer Journey Model Canvas

	Intro	Onboarding						
Element	Front desk	International classroom/workspace	Peer to peer support	Institutional support	Learn the language	Social events	Career center	Involvement of communities
Short description	A physical place to ask all questions and get help.	Enable an inclusive learning environment using internationalization policies and practices.	Individual and informal activities that help newcomers integrate into the social environment.	University-organized programs that help newcomers with their specific academic program.	A place to learn the local language or improve other languages' proficiency.	Well spread activities during the first 3 months aimed to socialize and meeting the local community.	Integrating newcomers in existing training programs to support their professional development.	Getting to know the related stakeholders, associations and informal bodies.
Existing Programs/activities /chanel available at institution								
Thoughts What students/PhD's think about the element								
Emotions Emotion (expected or needed)								
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InComm Customer Journey

Feel at Home



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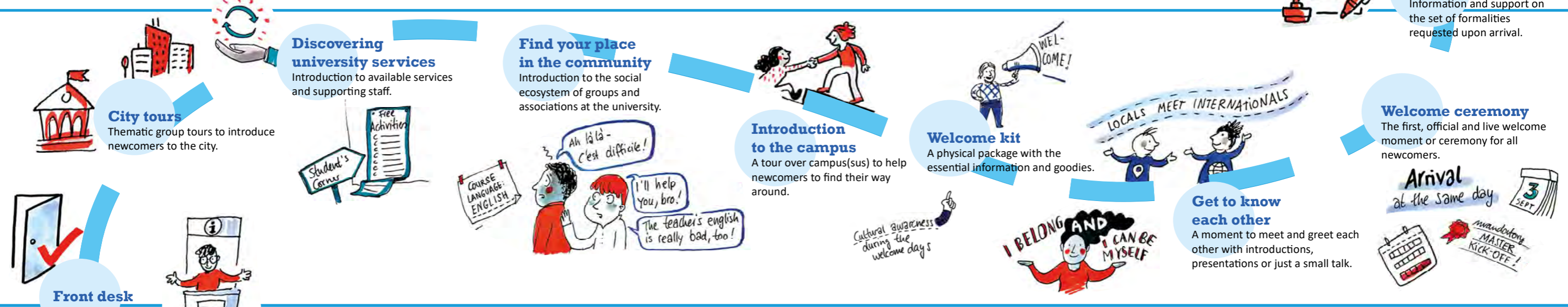
Creating an **INCLUSIVE CLIMATE**

CELEBRATE OUR DIFFERENCES!

Attraction, Selection & Application



Intro



Onboarding

