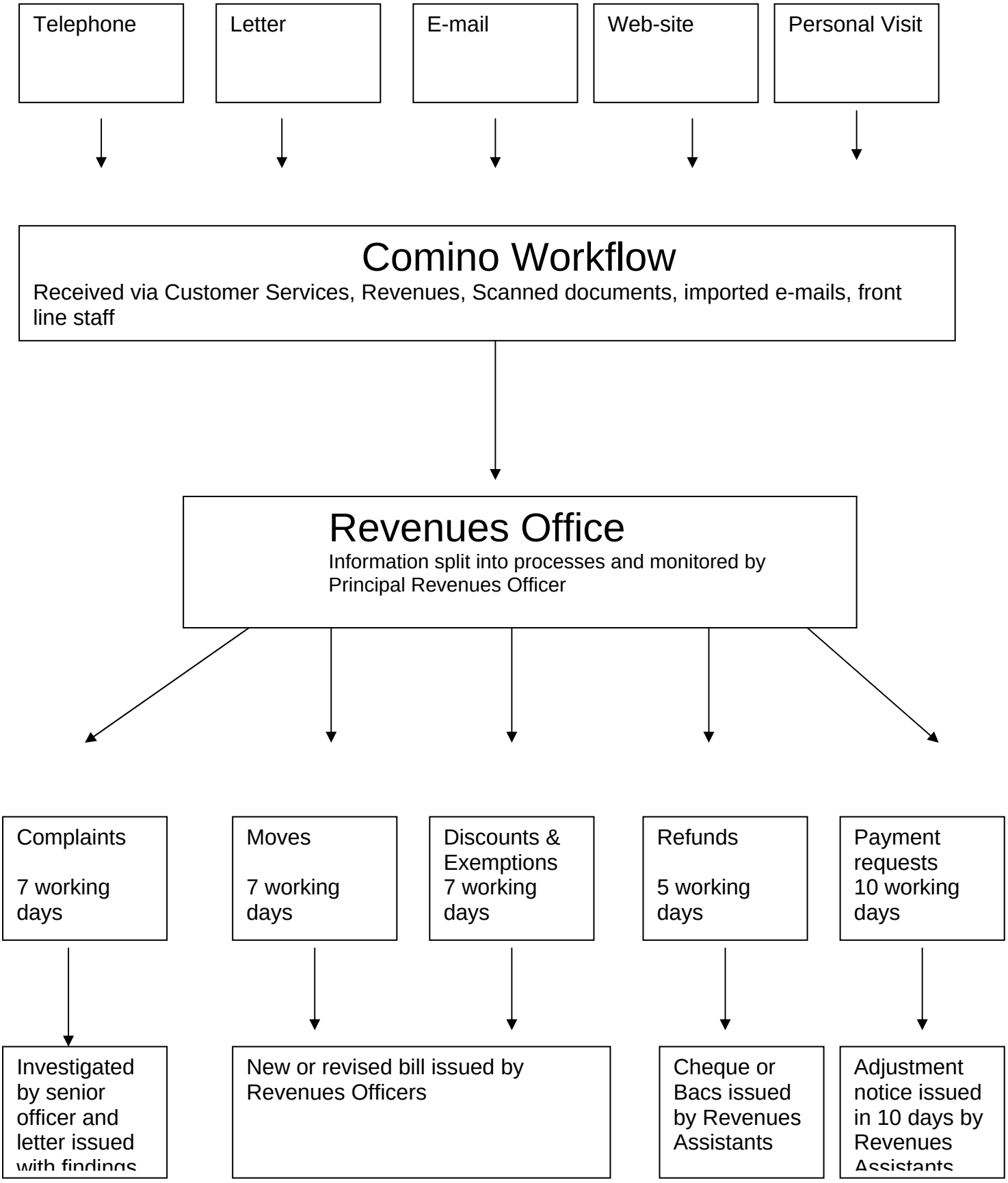Revenues Customer Journey map