

# JOURNEY WITH US

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Why do people choose certain products and brands, and not others? What matters? What are the influential factors? And how do companies inspire customers over the long term? Join us as we set out on a typical customer journey.

## 01

### **AHA!** FORMING AN IDEA

Alex is living his dream: he recently purchased a property with a cozy cabin and a wood-fired stove. He really wants to use it, but he doesn't have any firewood. His property is full of trees, though, so he sets about learning how firewood is cut and identifying the tools he needs to do this. His research brings him to STIHL.

 **"WHAT CUSTOMERS WANT"**  
READ MORE ON PAGE 16

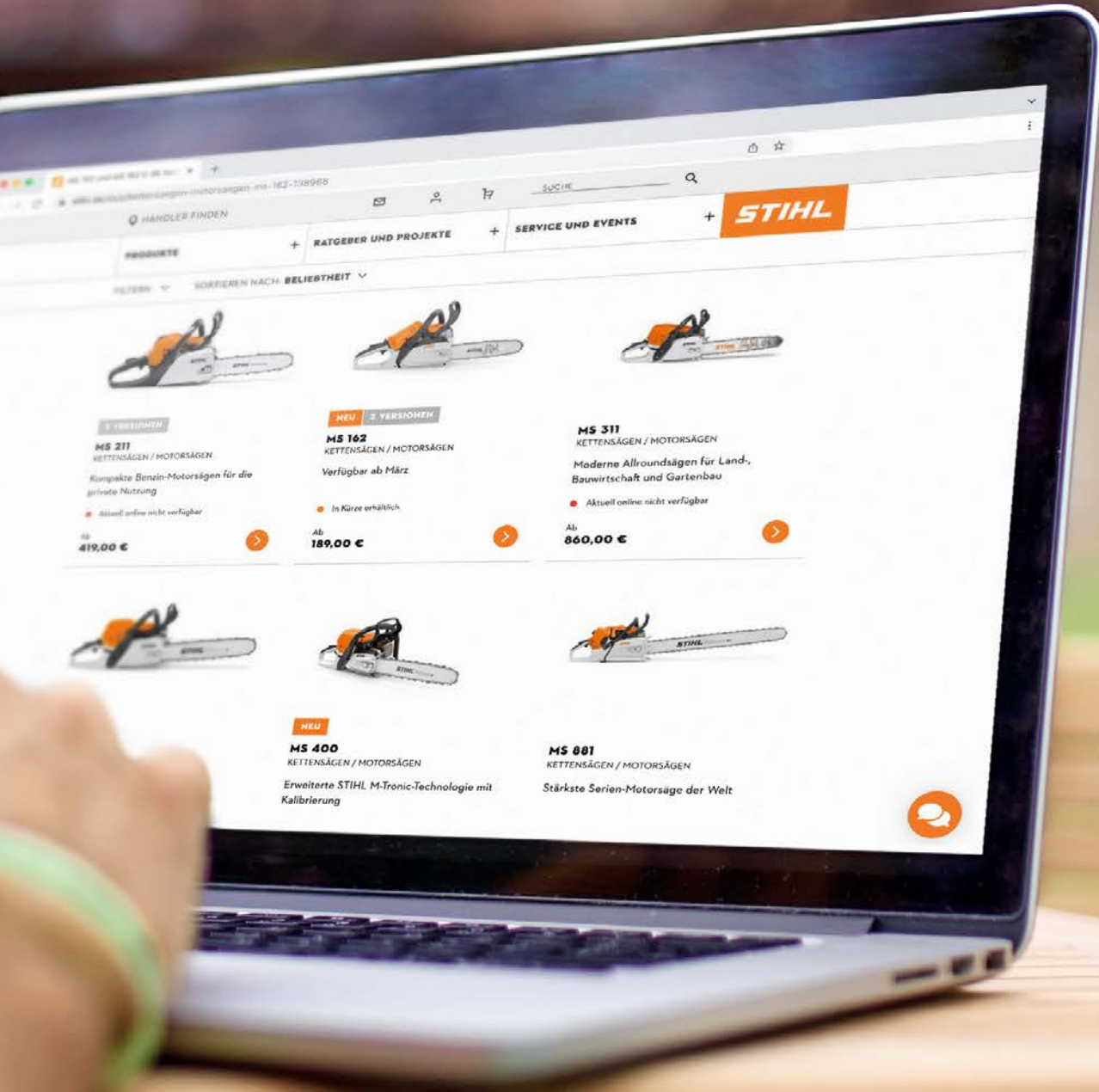


# 02

## **WHAT NEXT?** GATHERING INFORMATION

To set about producing his own firewood so he can finally use his stove, Alex spends time finding out as much information as possible from magazines, manufacturer websites, online comparison sites, and social media. The STIHL website gives him an overview, and he sets his sights on the entry-level MS 162 chainsaw. One of his neighbors already has a STIHL saw, so he quickly asks for advice.

 STIHL ONLINE STORE  
[WWW.STIHL.COM](http://WWW.STIHL.COM)



**NEU**

**MS 211**  
KETTENSÄGEN / MOTORSÄGEN

Kompakte Benzin-Motorsägen für die private Nutzung

Aktuell online nicht verfügbar

Ab **419,00 €**



**NEU**

**MS 162**  
KETTENSÄGEN / MOTORSÄGEN

Verfügbar ab März

In Kürze erhältlich

Ab **189,00 €**



**MS 311**  
KETTENSÄGEN / MOTORSÄGEN

Moderne Allroundsägen für Land-, Bauwirtschaft und Gartenbau

Aktuell online nicht verfügbar

Ab **860,00 €**



**NEU**

**MS 400**  
KETTENSÄGEN / MOTORSÄGEN

Erweiterte STIHL M-Tronic-Technologie mit Kalibrierung



**MS 881**  
KETTENSÄGEN / MOTORSÄGEN

Stärkste Serien-Motorsäge der Welt



8  
MOTORSÄGEN



# 03

## I'LL TAKE THIS ONE! MAKING THE PURCHASE

Since Alex is new to the world of chainsaws, he seeks advice from an authorized STIHL dealer after wrapping up his own research. In-store, the dealer provides lots of information about the chainsaw, its fuel, bar and chain oil, and the saw's starting procedure, its safety features, and the personal protective equipment he needs, reassuring Alex that the MS 162 is exactly what he is looking for.

FIND YOUR NEAREST STIHL  
AUTHORIZED DEALER



[WWW.STIHL.COM/  
STIHL-DEALERS.ASPX](http://WWW.STIHL.COM/STIHL-DEALERS.ASPX)

# 04

## IT'S SHOWTIME! USING THE NEW TOOL

Back home in his garden, Alex gets straight to work learning how to use his chainsaw properly. He reads the manual and watches the chainsaw safety video on STIHL's YouTube channel. He signs up for a chainsaw course to learn more about felling and bucking trees. In the meantime, he watches several of STIHL's online tutorials about using the chainsaw for garden and landscape projects. Now, all he needs to do is start making firewood!

THE STIHL YOUTUBE CHANNEL



[WWW.YOUTUBE.COM/C/  
STIHL\\_INTERNATIONAL](https://www.youtube.com/c/STIHL_INTERNATIONAL)











# 05

## WOW! FEELING FIRED UP!

Alex is thrilled - not just with his new MS 162, but with STIHL in general. He found out on the STIHL website how to build his own firewood rack and got straight to it. He sees regular updates with tips, tricks, and sources of inspiration on Instagram. This is where he discovered STIHL TIMBERSPORTS®, and he's now a fan.



**"TRUE PASSION"**  
READ MORE ON PAGE 30

# WE'RE IN IT TOGETHER

## CUSTOMER JOURNEY\*

We all have a familiar set of products we always buy when shopping. Simply because we know the products, we need them, and we like them. However, there are some brands and products that unexpectedly catch our eye or cross our path because of a certain situation we are in. The term “customer journey” describes everything that customers take in when they encounter a brand, and what they remember.

The customer goes through many phases along the way - before, during, and after the decision to buy. In this way, the journey covers all touchpoints that a potential customer may have with a company, brand, or product. These touchpoints vary greatly and range from the authorized dealer and the product experience to posts on social media.

When it comes to finding our place in the market, we need to have a deep understanding of the customer journey and ensure the touchpoints are tailored to the customers. Today, it's all about sparking a customer's enthusiasm throughout the entire process, and not simply meeting a customer's expectations with a product. STIHL optimizes and continuously adds to all touchpoints, always with the customer's needs firmly at the forefront.

NAME  
Alex  
AGE  
38

WHAT YOU'RE  
LOOKING FOR  
To make my  
own firewood



Making the purchase and having positive experiences with the product can spark enthusiasm to buy other products. But experiencing excellent after-sales services, benefiting from expert product recommendations, and being inspired to create new projects and buy other products - this establishes true loyalty to the brand.



### PHASE 05 FEELING FIRED UP!

Alex is so thrilled with his chainsaw that he tells all his friends, colleagues, and family about it. The customer has become a fan.

He decides how to store his chainsaw over winter.

Alex discovers STIHL TIMBERSPORTS® and learns all he can about the sport.

He builds himself a firewood rack using his new chainsaw.

The STIHL Instagram profile provides Alex with inspiration for new projects in his garden.

\* What is shown here is an example of a customer journey. Every customer journey is different and unique.



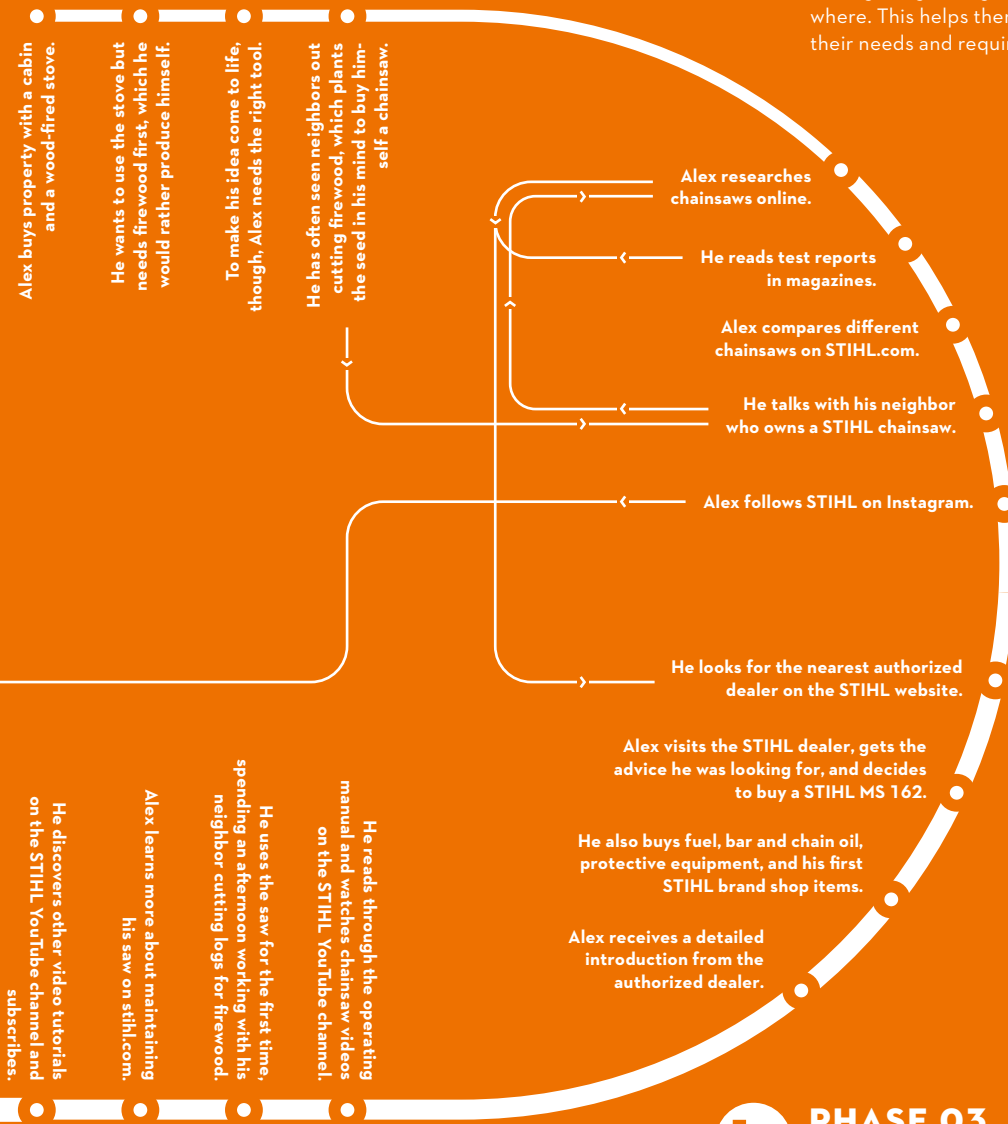
## PHASE 01 FORMING AN IDEA

Often it is a specific situation that draws a person's attention to a brand or a product. What follows is a period of reflection and the quest for information.



## PHASE 02 GATHERING INFORMATION

This phase is all about guidance: the customer carries out research online, reads magazines, talks to friends and colleagues, gleaning advice from everywhere. This helps them to formulate their needs and requirements.



## PHASE 04 USING THE NEW TOOL

With the product in hand, the customer spends time finding out how to use it properly, if they haven't already done so. If necessary, the customer signs up for instructional courses or finds out more from the corresponding videos online.



## PHASE 03 MAKING THE PURCHASE

Mind made up, the customer wants to buy the product. The customer checks availability, confirms the buying process, and decides whether the offer is satisfactory in all other respects.