**Customer Journey – Gerald from Rustica**

**The Luxorian Dream**

*The Luxorian Dream sails around the world to find the most passionate people to come and work in Luxoria. The L.D. will dock at Rustica in February 2021. The majestic boat is covered with a stunning ad on both sides to make sure everyone at the harbour sees it and spreads the news.*

Gerald, while working, sees the boat arrive at the harbour. He approaches the boat to take a closer look after his job is done. Recruiters await the visitors and hand out leaflets to possible new employees. He takes a leaflet and goes home to his family. After dinner, Gerald reads the leaflet and talks about to his wife. Margaret is hesitant at first to hear about the Luxorian Dream and tries to brush off the idea of moving to Luxoria.

**Consideration**

However, the idea of living the Luxorian Dream, doesn’t leave Gerald’s thoughts the next day. So he boards the ship after his shift to find out more information. He receives lots of information about possible jobs opportunities. He goes home and very excitedly tells his wife about the future job that would put the family in a better financial position. That is to work for the largest Luxorian importing fish company. The idea grows upon Margaret, however she points out the fact that Gerald is loyal to his captain. Gerald explains to her that this could be the chance to work his way up and be the one who makes North Rustica’s fish famous in Luxoria. Gerald wants to ‘take the chance and roll the dice’, like the leaflet says.

**A new life**

Gerald has a good conversation with his captain where he explains the job opportunity. His captain appreciates the fact that Gerald comes to him for advice and encourages him to go chase and his dreams. His loyalty will be remembered. Gerald, Margaret and the children move to Frigus Mare\*, a village near Fortunatus. He starts his new job in March.

Cold sea\*

**Living it**

Gerald enjoys his new job. His family loves living in Luxoria. They love how the houses are so cosy and warm. They appreciate their new lifestyle which is a bit more luxurious than before. Margaret also loves her new job which is being a teacher.

**Loving it**

Gerald wants his best friend to come and work for the same company. He calls him every week to tell what he’s been up to. Gerald and his family are very pleased with the new lifestyle and are excited for the future to see what’s next.