






Coverage map exercise

- Draw a future coverage map for the part of Turkish Airlines you were planning for yesterday.
 - Use the segments you defined yesterday, with the most attractive at the top
 - Put one or more 'offers' as columns. These may be products (e.g. flight, hotel etc), or they may be customer journeys (e.g. first-time booking, repeat customer/FFP member booking, check-in etc).

Coverage map

	Offer A	Offer B	Offer C	Offer D	Offer E	Offer F	Offer G
Customer segment							
Customer segment							
Customer segment							
Customer segment							
Customer segment							

Use a colour for each channel (or channel combination) which you use to sell to each cell, e.g.:

-  Travel agent
-  Call centre
-  Online
-  etc
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