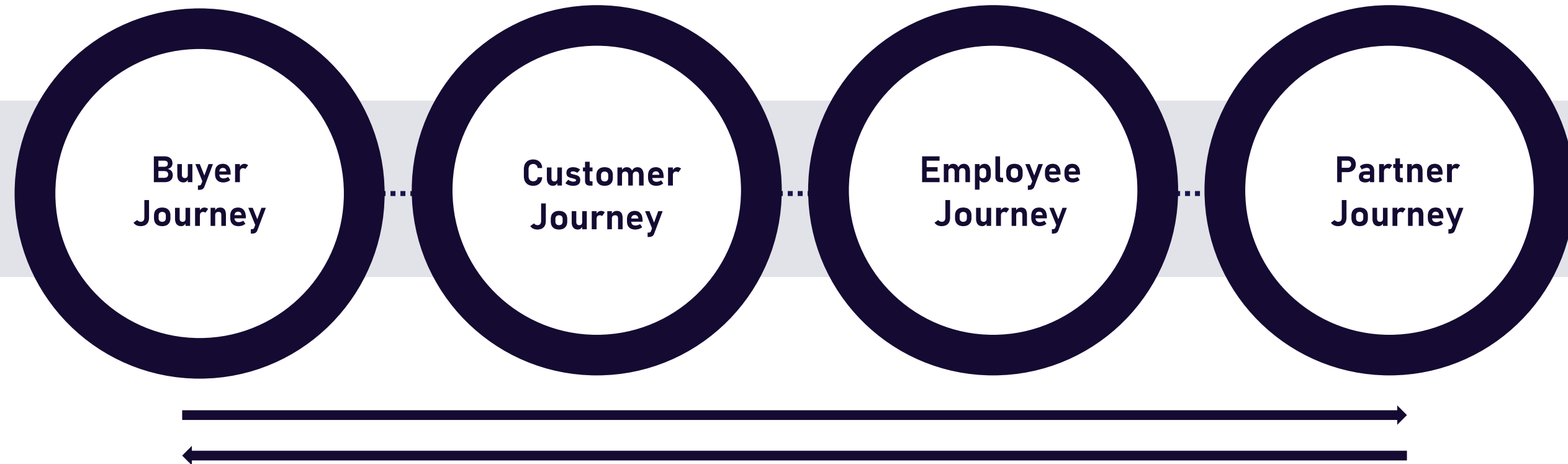


# The Four Journeys in RevOp's Focus



The goal of Revenue Operations **is to enable a seamless unified strategy** that helps to improve the customer experience, increase efficiency, and optimize revenue