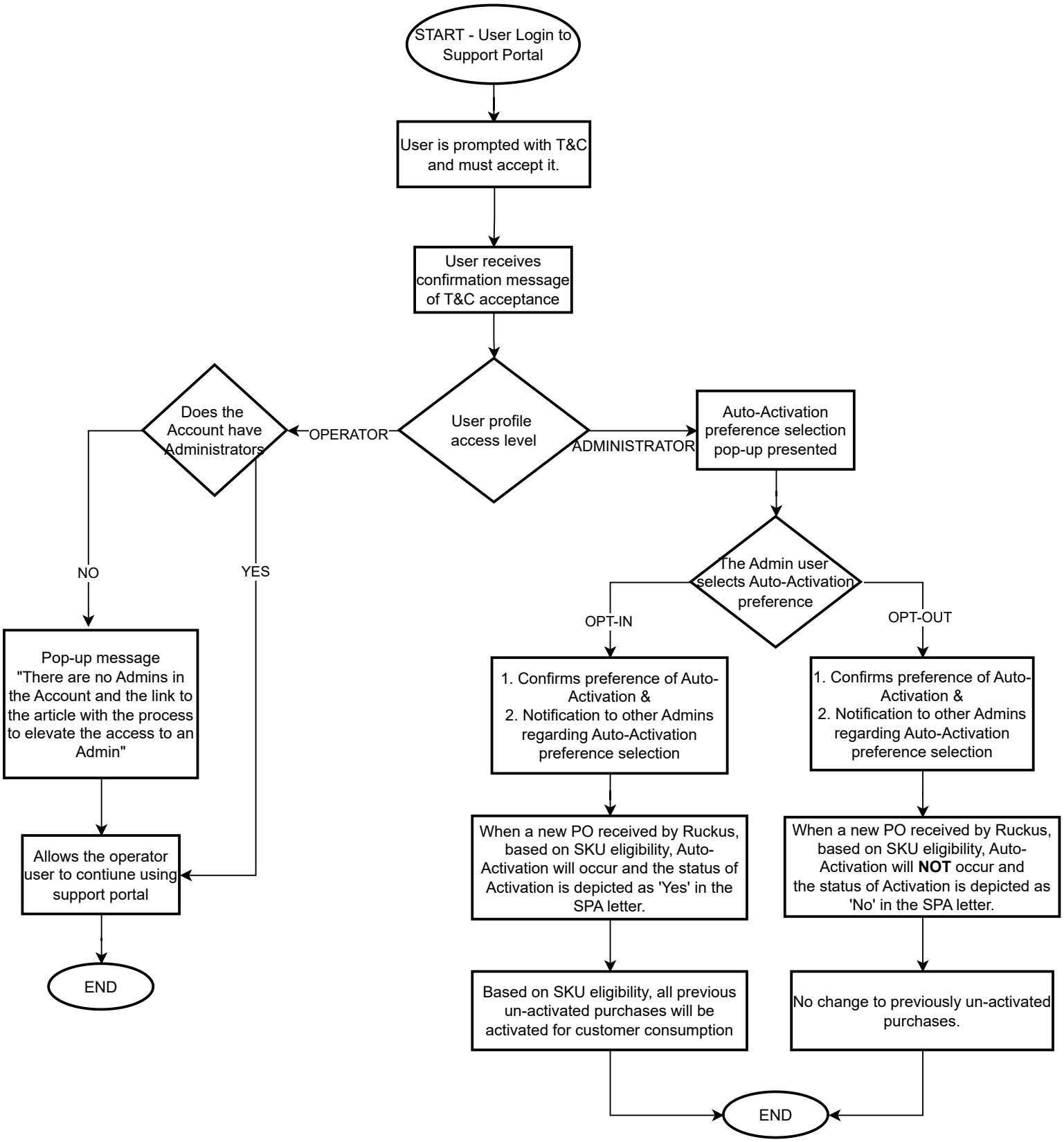AUTO-ACTIVATION CUSTOMER JOURNEY