

Customer journey

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Team ID	PNT2022TMID00234
Project Name	Machine Learning-Based Predictive Analytics for Aircraft Engine
Maximum Marks	4 Marks

The experience of using an airline is drawn-out and complex. Typically, travellers start by researching their preferred destination online. And it usually comes to an end when travellers arrive home, worn out after days or weeks of travel.

S No.	Requirement	Description
1.	Awareness Stage	The buyer is seeking relief from a problem or the symptoms of a discomfort when they are in the awareness stage. They can be looking for informational sources to help them define, contextualise, and better comprehend their issue. How do I get stronger is an example of a search query a potential customer might start with. Since it is still very early in the awareness stage, they are not yet considering suppliers or solutions. Instead, they want to first contextualise their issue. Even in these early phases, as a content marketer, you'll want to appear in search engine results to build your authority and win the trust of prospective customers.

2.	Consideration Stage	<p>The buyer will have clearly identified and named their problem throughout the contemplation stage, and they are devoted to learning about and investigating all of the available techniques and/or methodologies to address the identified problem or opportunity. They are, in other words, thinking about prospective solutions.</p> <p>The prospect is deciding on a prospective solution for themselves throughout the consideration stage even though they are not yet prepared to buy. Your objective will be to take into account your indirect competitors and inform them of the benefits and drawbacks.</p>
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3.	Decision stage	<p>The buyer has chosen their solution strategy, method, or approach once they have reached the decision stage. Their current objective is to build a list of potential vendors, create a short list, and then make a choice on which vendor to choose. The qualified lead makes their decision over whether to buy your goods at the decision stage. Because leads can become customers during this stage, it is also occasionally referred to as the buy or conversion stage.</p>
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4.	Retention phase	<p>Following a sale, the final two stages of the customer journey take place. Sales personnel frequently close the deals, onboard the clients, and then wait for a cross-sell or renewal opportunity before engaging with them. Successful businesses, on the other hand, continue to engage with and market to their customers, increasing the possibility that repeat business will result in a greater customer lifecycle value.</p> <p>Companies might develop a loyalty programme or knowledge base FAQ during the retention phase. They can also routinely update clients on company or product advancements.</p> <p>Additionally, businesses might arrange frequent product training sessions or extend their promotions throughout the customer lifecycle. Increased customer involvement, customer value, and education can all result from regular communication.</p>
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5.	Advocacy phase	<p>Great CX comes after strong customer advocacy. Customers who have positive interactions with a company's goods or services might become ardent defenders of the brand.</p> <p>Organizations should be aware of the expectations of new clients while onboarding them. Customers are more likely to support an organisation if they can identify their objectives and gauge their success. Consumers who are happy enhance the amount of potential customers who hear about those experiences and could think about using that business for their own requirements.</p> <p>Word-of-mouth marketing, which can draw new customers to a brand, can result from customer endorsement. Many people base their purchasing decisions on peer-to-peer success stories and case studies. Organizations can link the effect of one individual telling two friends to income.</p>
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