

Garage Management System - Customer Journey Map

Customer Journey

Scenario:

Rahul, a regular car owner, wants to schedule a maintenance check for his vehicle using the Garage Management System.

He uses the garage's app to book an appointment and follows through the journey from scheduling to post-service follow-up.

1. Awareness (Entice)

Customer sees social media ads or hears about the garage through word of mouth.

Motivation: Find a reliable, trustworthy service provider.

2. Scheduling Service (Enter)

Customer opens the app or website, selects service, picks a time slot. Interacts with online scheduling tool.

3. Arrival & Check-in (Engage)

Customer arrives at the garage, is greeted by the service advisor. Digital check-in via tablet or reception kiosk.

4. Vehicle Service (Experience)

Mechanic begins service. Customer receives real-time updates via app. Touchpoints: SMS, app notifications.

5. Pickup & Payment (Exit)

Service complete. Customer is notified, arrives to pick up vehicle. Payment is done via card, UPI, or app.

6. Post-Service Follow-up (Extend)

Customer receives email asking for feedback. Gets maintenance reminders for the next visit.

Positive Moments:

- Easy scheduling
- Friendly staff
- Timely updates
- Smooth payment

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Negative Moments:

- Waiting time at check-in
- Unclear service status
- Payment delays

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Customer Journey Flowchart

Awareness (Entry Point) [Social Media, Word of Mouth]	Scheduling Service [App/Website Booking]	Arrival & Check-in [Digital Kiosk, App]	Vehicle Service (Expert) [Real-time Updates]	Pickup & Payment [Card, UPI]	Post-Service Follow-up (Extend) [Feedback, Reminders]
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Areas of Opportunity

- Add live chat with mechanic
- Improve clarity of service timeline
- Add loyalty program or discount notifications
- Provide pickup/drop service for customers