






Project Design Phase-2

Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID39952
Project Name	Project – A Novel Method for Handwritten Digit Recognition System
Maximum Marks	4 Marks

Customer Journey Map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTION	View online ad, see social media campaign, hear about from friend	Conduct research, research competitors, compare features	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile, app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 
KPIS	Number of people reached	New website visitors	conversation rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversation rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, Increase retention rate

TEAM(S) INVOLVED	Marketing, communicati on	Marketing communicatio n, sales	Online developme nt sales, marketing, customer service	Customer service, customer success	Online developme nt customer service, customer success
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