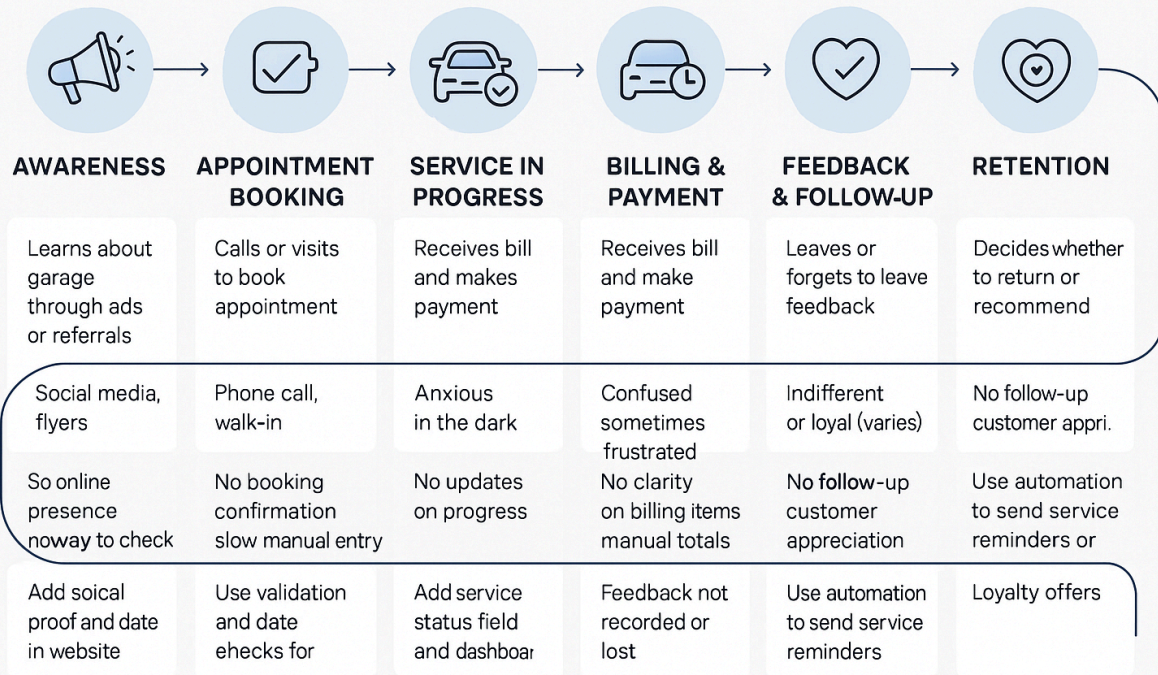


## Customer Journey Map

Stage	Customer Actions	Touchpoints	Emotions	Pain Points	Opportunities
1. Awareness	Learns about garage through ads or referrals	Social media, Flyers, Word of mouth	Curious, Cautious	No online presence, no way to check reviews	Add social proof & ratings in Salesforce record or website
2. Appointment Booking	Calls or visits to book appointment	Phone call, Walk-in, Online form (future)	Hopeful, Slightly anxious	No booking confirmation , slow manual entry	Use Salesforce Appointment object with validation & date checks
3. Service Check-In	Brings vehicle for service	Reception desk, Service staff	Trusting, Expectant	Long wait time, manual check-in	Streamline check-in using Salesforce record lookup & mobile tabs
4. Service in Progress	Waits or receives updates	Mechanic updates, WhatsApp/S MS (manual)	Anxious, In the dark	No updates on progress	Add service status field + dashboard tracking in customer view
5. Billing & Payment	Receives bill, makes payment	Paper invoice, Cash/Card	Confused, Sometimes frustrated	No clarity on billing items, manual totals	Auto-calculate bill using Apex logic based on service checkboxes
6. Feedback & Follow-up	Leaves or forgets to leave feedback	Verbal, Sometimes no feedback collection	Neutral, Disengaged	Feedback not recorded or lost	Collect via Salesforce form, validate 1–5 rating, send thank-you mail
7. Retention	Decides whether to return or recommend	None (unless garage follows up)	Indifferent or Loyal (varies)	No follow-up or customer appreciation	Use automation to send service reminders or loyalty offers

## Cursurey Journey for Garage Management System



### Summary:

This journey map helps highlight where the Garage Management System can:

- Eliminate pain points
- Introduce automation
- Enhance customer satisfaction