

# CUSTOMER CARE REGISTRY

**CUSTOMER JOURNEY MAP**



## TEAM DETAILS:

**Team ID** : PNT2022TMID53532  
**College Name** : Sri Venkateshwara College of Engineering  
**Department** : Information Technology

## TEAM MEMBERS :





- ☐ TASLEEM R
- ☐ SREE GANGA A
- ☐ VIMALESH S
- ☐ JOSHIKA B M



## PROJECT DESIGN PHASE –II

### CUSTOMER JOURNEY MAP

DATE	08 October 2022
TEAM ID	PNT2022TMID53532
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

PROCESS	AWARENESS	ACQUISITION	SERVICE	LOYALTY
TOUCHPOINT	Social media and traditional media	Brand promise, innovation, customer experience	Email and message notification	Social media
CUSTOMER THOUGHTS	See the knowledgeable potential consumers are about our brand ,service	Set of technique used to manage customer prospects and inquiries	Technologies used to manage and analyze customer interactions	Share the thoughts and experience
OVERALL CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	 Excited	Frustrated 
BUSINESS GOALS	Increase awareness, interest	Increase website visitor	Increase customer service satisfaction, minimize wait time	Generate positive <u>reviews</u> , <u>increase</u> retention rate
TEAMS INVOLVED	Marketing, Communications	Marketing, Communication, sales	Online development, sales, marketing	Customer service, customer success



**USER**



**USER REGISTER  
THEN LOGIN**



**ISSUE RAISED USING**

**DETAILED DESCRIPTION**



**USER CAN TRACK  
USING WEB PORTAL**



**Logout**

**1**

**2**

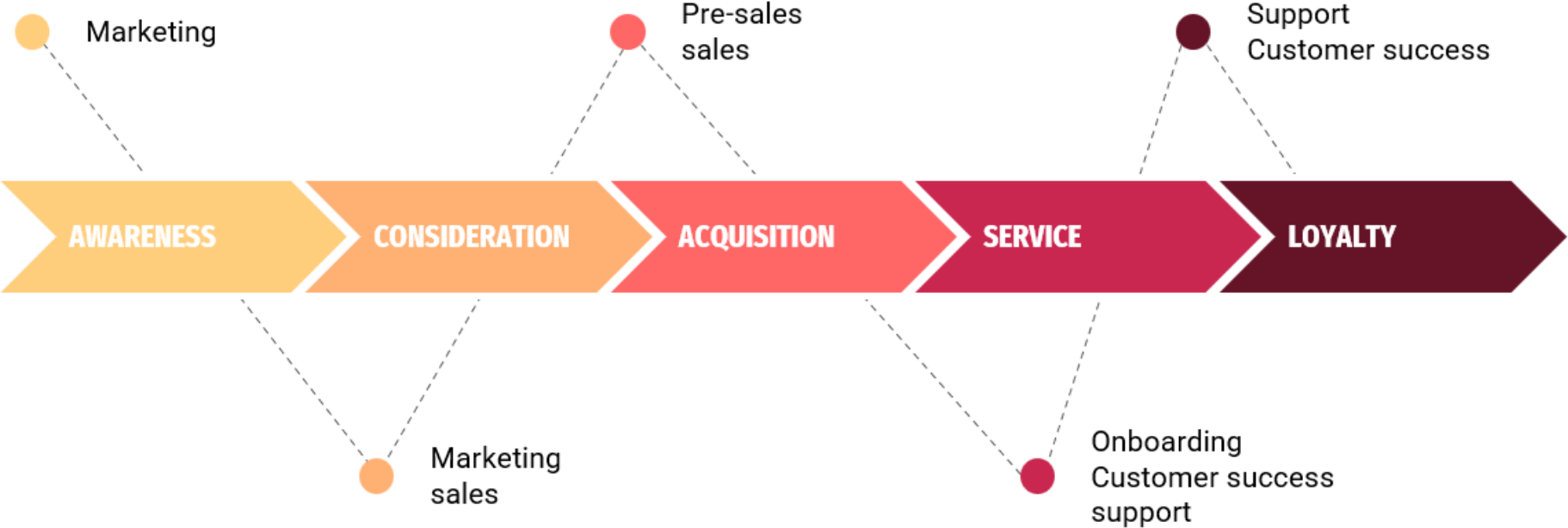
**3**

**4**

**5**

5

Customer Journey Map





**Thank you**