

Customer journey

	Entice	Enter	Engage	Exit	Extend
	How will a customer become aware of us and what will trigger their interest?	What impressions do we create for new customers when they come to visit?	What activities do customers engage in (make quick purchases, browse website, create personal relationships)?	What last impression do you leave your customers with when they know they've reached the end of the experience?	What do you do to invite the customer back?
Customer points	<div><div>Demonstrating the benefits of SHM for safety, cost reduction, and maintenance efficiency.</div><div>Sharing case studies or pilot results showcasing proactive issue identification and reduced downtime.</div><div>Highlighting ROI through predictive maintenance and system longevity.</div><div>Marketing materials: brochures, online webinars, and in-person vendor meetings.</div><div>Outreach via trade fairs, industry conferences, and targeted promotions.</div><div>Desired Outcome: Stakeholders recognize the value of implementing an SHM system in their metro network.</div></div>	<div><div>Assisting in hardware setup (sensor installation, gateways).</div><div>Configuring software and the analytics dashboard.</div><div>Step-by-step guides, video tutorials, and user manuals.</div><div>Desired Outcome: Users feel confident and empowered to begin monitoring the metro system effectively.</div><div>Training metro staff in using the system and interpreting data.</div><div>Dedicated onboarding support from technical teams.</div></div>	<div><div>Real-time monitoring of metro infrastructure health via the dashboard.</div><div>Receiving and acting on alerts for anomalies, defects, or threshold breaches.</div><div>Leveraging AI insights for predictive maintenance planning.</div><div>Automated notifications (SMS, email, or app-based) for critical issues</div><div>Interactive dashboard with live maps, issue highlighting, and predictive analytics.</div><div>Desired Outcome: Users are actively engaged with the system, ensuring timely maintenance and improved safety.</div></div>	<div><div>Scheduling and executing maintenance or repair activities based on insights.</div><div>Documenting repairs and updating system records.</div><div>Reviewing resolved issues and validating the effectiveness of the interventions.</div><div>Maintenance task management integrated with the dashboard.</div><div>Post-repair validation through sensor data and audit logs.</div><div>Desired Outcome: Stakeholders efficiently address issues, minimizing disruptions to metro services.</div></div>	<div><div>Reviewing system performance through historical data and analytics.</div><div>Scaling the solution to cover additional metro lines or infrastructure components.</div><div>Upgrading the system with new technologies or software features.</div><div>Periodic reviews and stakeholder feedback sessions.</div><div>Updates to the SHM system with enhanced functionalities.</div><div>Desired Outcome: Build trust and ensure sustained use of the SHM system for enhanced operational efficiency and safety.</div></div>