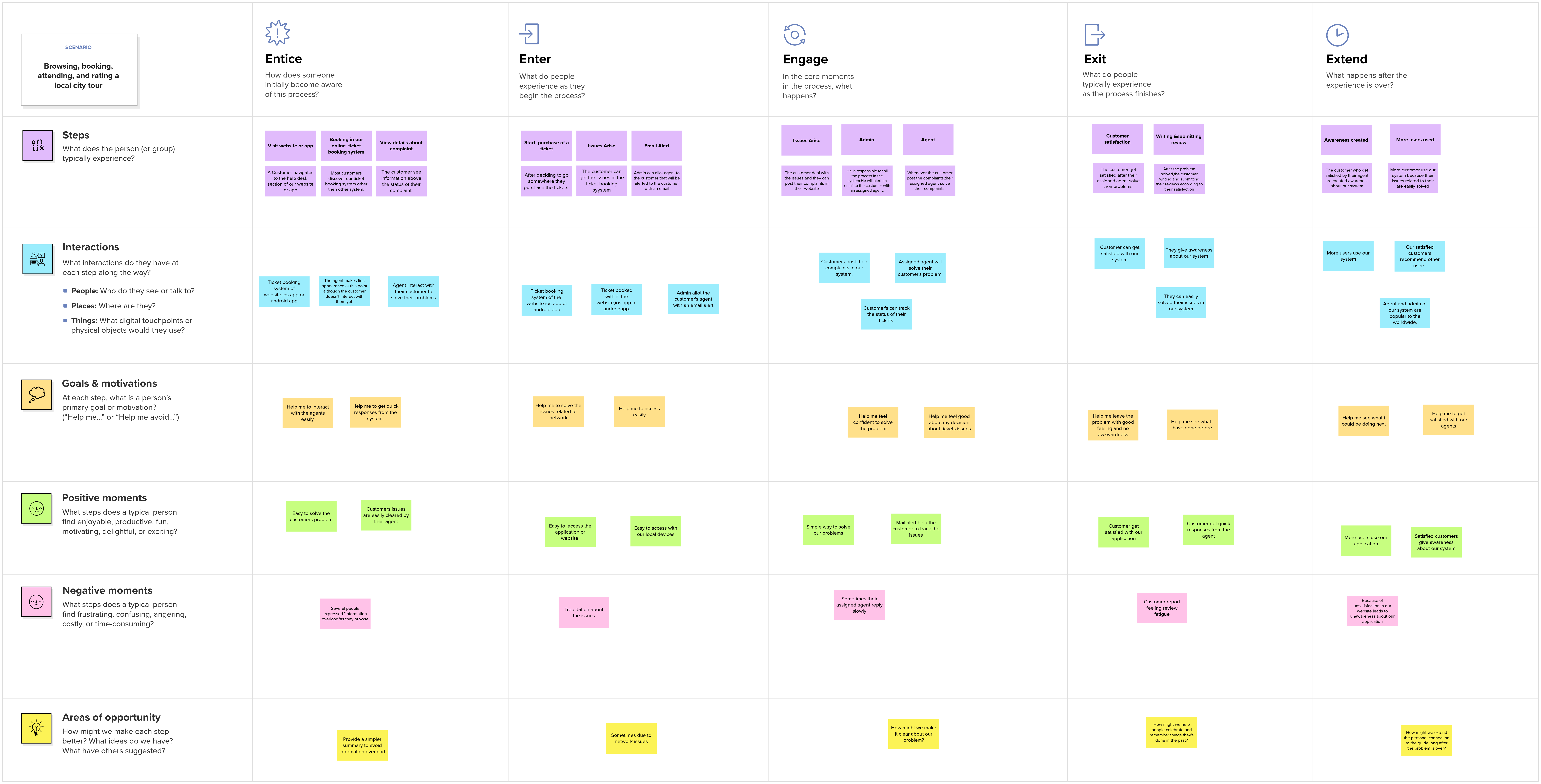
**Project Design Phase – II**

**Customer Journey Map**

|  |  |
| --- | --- |
| Date | 8 October 2022 |
| Team ID | PNT2022TMID14584 |
| Project Name | Customer Care Registry |
| Maximum Marks | 4 Marks |

**Customer Journey Map:**

A customer journey map is a visual representation of a customer’s experience with a company. It provides an understanding into the needs and concerns of potential customers which directly motivate or inhibit their actions. This information allows companies to boost customer experience leading to higher conversion rates and improved customer retention.

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