B71A3E SSNCE

Customer Journey Maps

Global Sales Data Analytics

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Part 1: Identifying a persona

Sales Team

Key Attribute

Self Assertive	Affable	Analytic

Short Description

Selling products using solid arguments to customers	Maintaining positive relationships with customers	Performing cost-benefit analysis	Analysing existing and potential market

Needs

Optimising sales	Making strategic business decision	Visualising huge amounts of data with ease	Gauging competitor's performances

Challenges

Underutilisation of available data	Consolidation of data from multiple sources	Meaningful Visualisation of data	Time consumption in real time big data

Opportunities

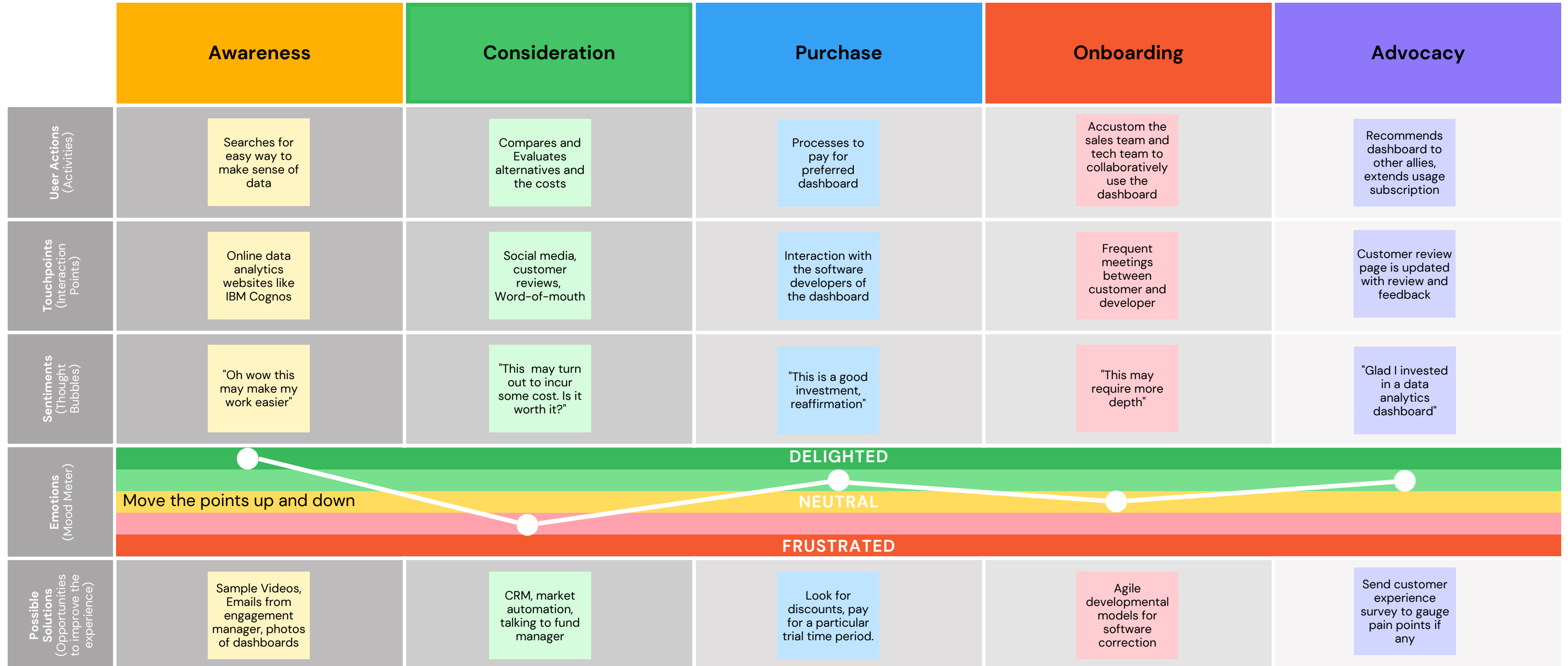| Provides clear overview of all occurring sales activity	Identification of business schemes and growth opportunities	Can be used for collaboration of insights between departments	Incentivises working for a team by providing tangible goals	Performance management becomes easy	Forecasting can be done with much more ease

Part 2: Mapping the Customer Journey

	Awareness	Consideration	Purchase	Onboarding	Advocacy
User Actions (Activities)	Searches for easy way to make sense of data	Compares and Evaluates alternatives and the costs	Processes to pay for preferred dashboard	Accustom the sales team and tech team to collaboratively use the dashboard	Recommends dashboard to other allies, extends usage subscription
Touchpoints (Interaction Points)	Online data analytics websites like IBM Cognos	Social media, customer reviews, Word-of-mouth	Interaction with the software developers of the dashboard	Frequent meetings between customer and developer	Customer review page is updated with review and feedback
Sentiments (Thought Bubbles)	"Oh wow this may make my work easier"	"This may turn out to incur some cost. Is it worth it?"	"This is a good investment, reaffirmation"	"This may require more depth"	"Glad I invested in a data analytics dashboard"
Emotions (Mood Meter)	DELIGHTED / NEUTRAL / FRUSTRATED — Move the points up and down				
Possible Solutions (Opportunities to improve the experience)	Sample Videos, Emails from engagement manager, photos of dashboards	CRM, market automation, talking to fund manager	Look for discounts, pay for a particular trial time period.	Agile developmental models for software correction	Send customer experience survey to gauge pain points if any

Now that we've journeyed with our customers, let's use the insights to design better experiences.

Insights	Action Item	Point Person
Requiring more suitable data visualisation	Improve the quality of analysis, review charts used	Business Analyst
Too much onboarding time	Accommodate lesser login phases, keep only necessary ones	Dashboard Developer
Payment schemes unsupported	Clarify checkout page to display verified and allowed payment methods	Product head: Integrate with a third party payment merchant, like RazorPay
Boring/difficult web layout	Customise it to optimise ease of customer use	UIUX Developer