






# Customer Journey Map

Date	09 October 2022
Team ID	PNT2022TMID39965
Project Name	Project - Emerging Methods for Early Detection of Forest Fires
Maximum Marks	4 Marks

STAGE	Awareness	Consideration	Decision	Service	Loyalty
<b>CUSTOMER ACTIONS</b>	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
<b>TOUCHPOINTS</b>	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
<b>CUSTOMER EXPERIENCE</b>	Interested, hesitant 	Curious, excited 	 Excited	Frustrated 	Satisfied, excited 
<b>KPIS</b>	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
<b>BUSINESS GOALS</b>	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate

<b>TEAM(S) INVOLVED</b>	Marketing, communications	Marketing, Communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success
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