






Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID39972
Project Name	Personal Expense Tracker Application
Maximum Marks	4 marks

Customer Journey Map Template:

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Saving Decision	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience, Give Ratings
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited. 	 Excited	Frustrated 	 Satisfied, Excited.
KPIs	Number of people reached	New website visitors	Conversion rate, maintain savings	App reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, Communications	Marketing, communications,	Online development, marketing, customer service	Customer service, customer success	Online development, customer service, customer success