

Project Design Phase-II

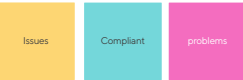
Customer Journey Map

Date15 October 2022

Team IDPNT2022TMID32161

Project NameProject – Customer Care Registry

Maximum Mark4 Marks



Intro

Use this Framework to better understand customer needs, motivations,and obstacles by illustrating a key scenario or process from start to finish.

Use these to create whiteboard magic!

Scenario

Browsing

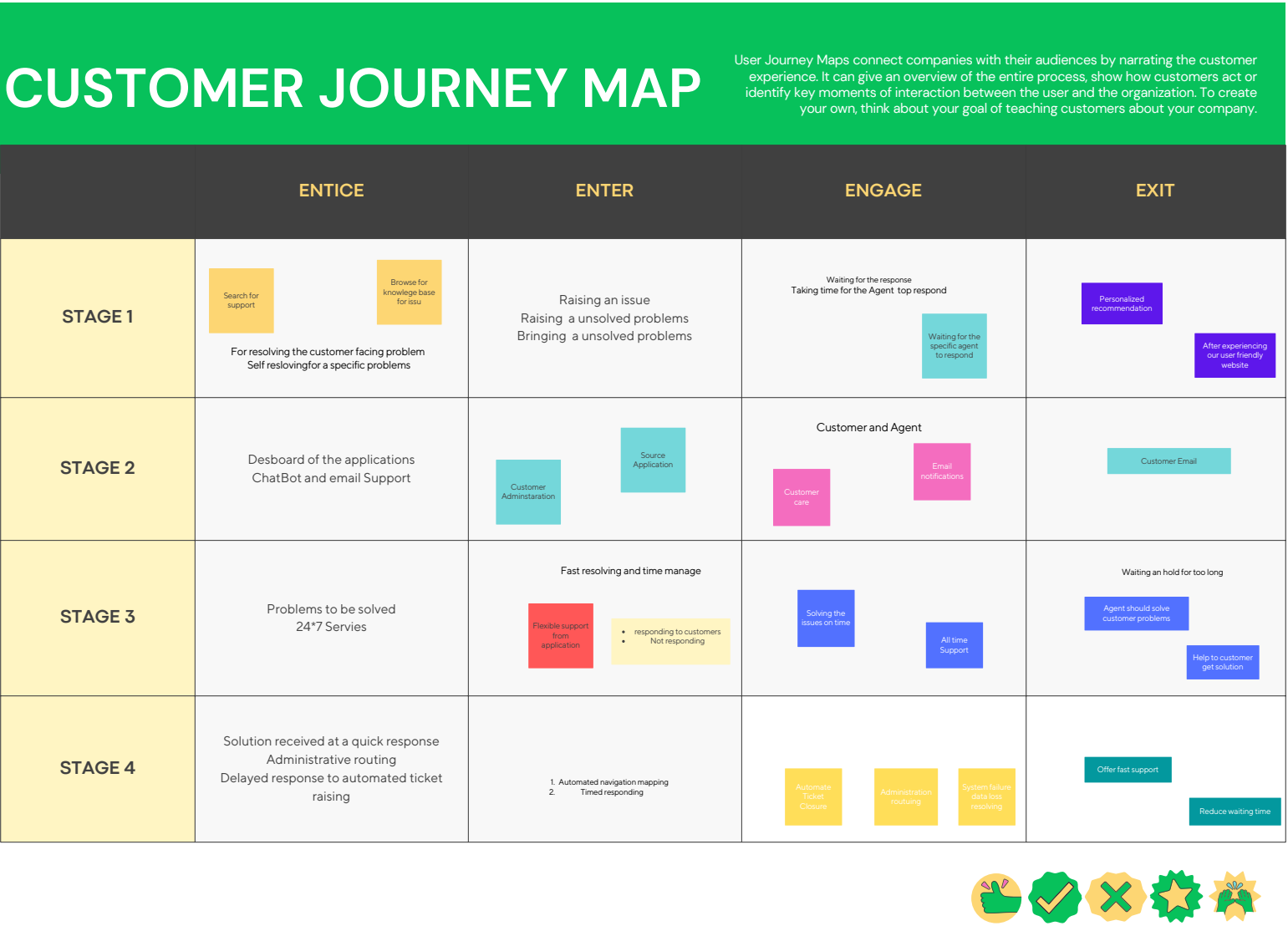
Booking

Attending

Rating

Local Cit

Feedback



FORMATION OF JOURNEY				
STAGE	AWARENESS	CONSIDERATION	SERVICE	FEEDBACK
Customer Activities	Social media	conduct reach and pricing	Contact customer service and documentations	Share experience
Touchpoints	Traditional media,word of mouth	Social media and website	ChatBot and Email	social media and review
Customer Experience	Interested,Hesitant	Curious and exited	Frustrated	Satisfied
KPIS	Feedback	New visitors	Waiting time and score	Score
Responsible	Communications	communications	Service	Service and success

