**Project Design Phase-1**

**Customer Journey Map**

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| --- | --- |
| Date | 08 October 2022 |
| Team ID | PNT2022TMID39952 |
| Project Name | Project – A Novel Method for Handwritten Digit Recognition System |
| Maximum Marks | 4 Marks |

**Customer Journey Map**

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| **STAGE** | **Awareness** | **Consideration** | **Decision** | **Service** | **Loyalty** |
| CUSTOMER ACTIONS | View online  ad, see social media campaign, hear about from friend | Conduct research, research competitors, compare features | Make a purchase | Receive product/service, contact customer service, read product/service documentation | Make another purchase, share experience |
| TOUCHPOINTS | 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 |
| CUSTOMER EXPERIENCE | Interested hesitant | Curious, excited | Excited | Frustrated | Satisfied, excited |
| KPIS | Number of people reached | New website visitors | conversation rate, online sales | Product reviews, customer service success rate, waiting time | Retention rate, customer satisfaction score |
| BUSINESS GOALS | Increase awareness, interest | Increase website visitors | Increase conversation rate, online sales | Increase customer service satisfaction, minimize wait time | Generate positive reviews,  Increase retention rate |
| TEAM(S) INVOLVED | Marketing, communication | Marketing communication, sales | Online development sales, marketing, customer service | Customer service, customer success | Online development customer service, customer success |