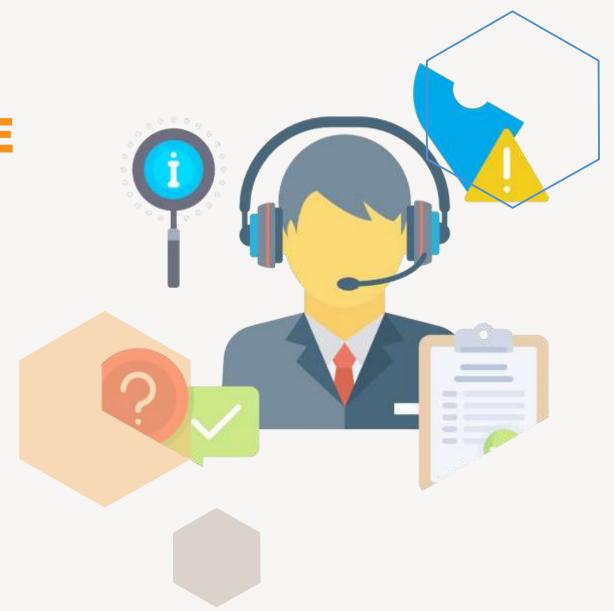
## CUSTOMER CARE REGISTRY

**CUSTOMER JOURNEY MAP** 



## **TEAM DETAILS:**

: PNT2022TMID08297 Team No

College Name: Dhanalakshmi Srinivasan Engineering College Department: Computer Science and Engineering



Customer Journey Map

## PROJECT DESIGN PHASE -II

## **CUSTOMER JOURNEY MAP**

| DATE          | 08 October 2022        |  |  |
|---------------|------------------------|--|--|
| TEAM ID       | PNT2022TMID08297       |  |  |
| PROJECT NAME  | CUSTOMER CARE REGISTRY |  |  |
| MAXIMUM MARKS | 2 Marks                |  |  |

Customer Journey Map 3

| STAGE                      | AWARENESS  | CONSIDERATION                               | DECISION            | SERVICE   | LOYALTY                                  |
|----------------------------|--|---|---------------------|---|--|
| CUSTOM<br>ER<br>ACTIVITIES | see social media<br>campaign<br>Hear about from<br>friends | Conduct reach, compare features and pricing | Make a purchase     | Contact customer service, Documentation, read product and service | Share the experience                     |
| TOUCHPOINTS                | Social media,<br>Traditional media,<br>word of mouth       | Social media,<br>Websites                   | Website, Mobile app | Chatbot, Email notification                                       | Social media, word of mouth Review sites |
| CUSTOMER<br>EXPERIENCE     | Interested, Hesitant                                       | Curious, Excited                            | Excited             | Frustrated  | Satisfied, Excited                       |
| KPIS                       | customer feedback  | New website visitors                        | Conversional rate   | Waiting time, customer service score                              | Customer satisfaction score              |
| RESPONSIBLE                | Communications   | Communications                              | Customer service    | Customer service  | Customer service,<br>Customer success    |

Customer Journey Map 4



