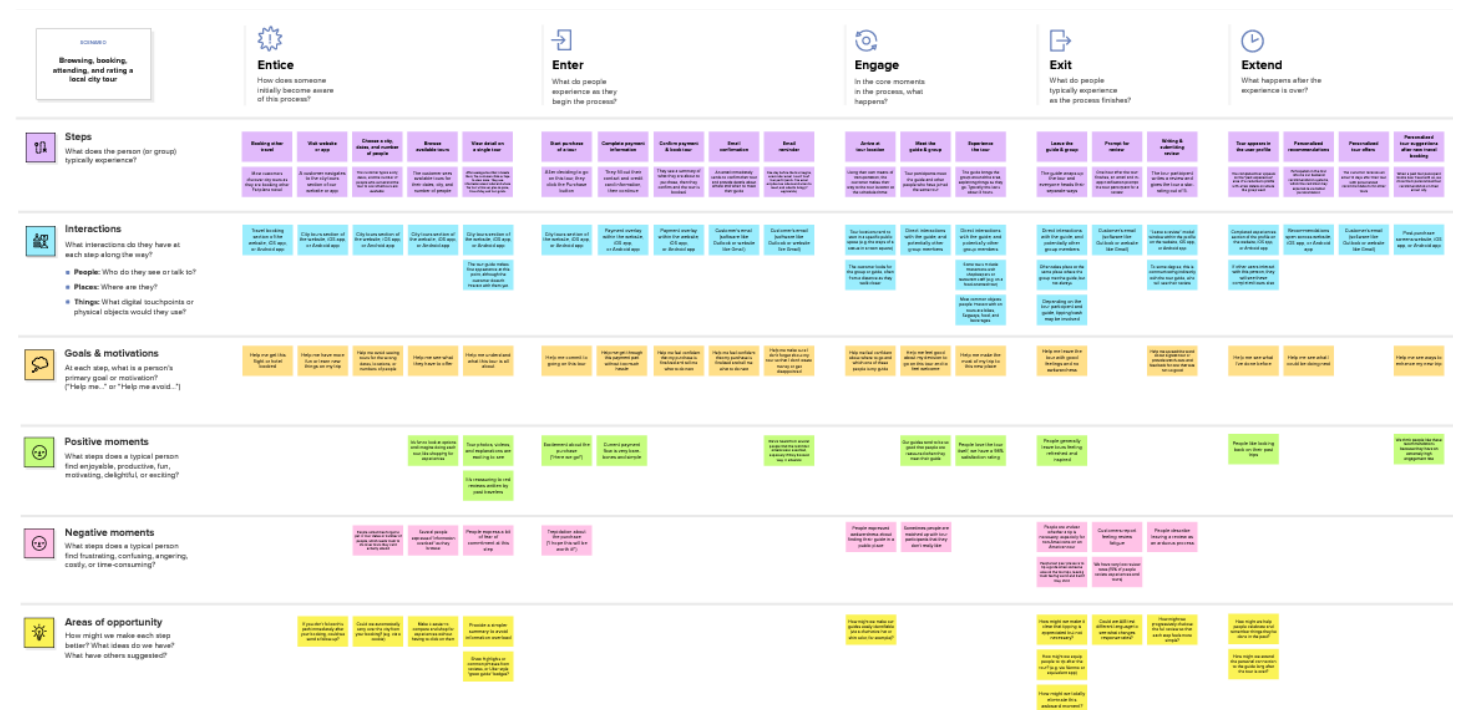


CUSTOMER JOURNEY MAP

| STAGE | AWARENESS | CONSIDERATION | DECISION | SERVICE | LOYALTY |
|----------------------------|--|---|---------------------|---|---|
| CUSTOMER ACTIVITIES | see social media campaign Hear about from friends | Conduct reach, compare features and pricing | Make a purchase | Contact customer service, Documentation, read product and service | Share the experience |
| TOUCHPOINTS | Social media, Traditional media , word of mouth | Social media, Websites | Website, Mobile app | Chatbot, Email notification | Social media,word of mouth Review sites |
| CUSTOMER 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, Customer success |





User



User first Login



Issue have to Register in the web portal



User can track the issue in the Web Portal



Logout

1

2

3

4

5