



# **PROJECT DESIGN PHASE-II**

# **Customer Journey:**

- **Project name: iot based safety gadget for child safety monitoring and notification**
- **Team ID:PNT2022TMID08341**
- **Date:8-November-2022**

# Customer Journey:

- **Awareness phase**
- **Most prospective customers start at the awareness phase, where a user has a problem or need and looks for an answer. At this point, customers mostly seek educational content about services that could solve their problems.**
- **These customers prefer educational thought leadership over promotional or product-oriented insights, so organizations shouldn't aggressively push products on customers. Instead, marketing teams can show how their offerings can address customer needs, like listing benefits. Common marketing practices for this phase include online ads and educational offers, like white papers and e-books.**

- **Consideration phase**
- During the consideration phase, customers compare one organization's offerings to its competitors. Blog content, success stories, email nurturing campaigns and webinar or event registrations can help organizations continue engaging with audience members.
- Ultimately, if marketing teams can address major issues that prospects have, they can help move those consumers into the next customer journey phase.
- As CX teams engage with customers, they can reinforce the features their products and services offer, so consumers can better understand their benefits. Prospects in this phase may actively engage with brands they already consider.

- **Purchase/decision phase**
- The first two phases weigh heavy on marketing teams, as they continuously capture and nurture leads. If someone who engages with a brand makes it to the decision -- or purchase -- phase, they become a marketing-qualified lead ready to engage with sales or support engineers.
- Sometimes, people enter the customer journey in this phase if they initially request demos, ask for quotes or want to speak to a sales representative.



- **Retention phase**

- The last two phases of the customer journey happen post-sale. Often, sales representatives make the sales, onboard the customers and wait until renewal time or a cross-sell opportunity arises to engage with them again. However, successful organizations continue to market to and engage with customers, which increases the likelihood of a higher customer lifecycle value from repeat business.

- **Advocacy phase**

- Customer advocacy comes after great CX. Customers who have meaningful experiences with an organization's products or services can become vocal supporters for the brand.
- When onboarding new customers, organizations should understand their expectations for a product or service. If customers can recognize their goals and measure their success, they are more likely to advocate for that organization.