

Project Design Phase-II

Customer Journey

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Team ID	PNT2022TMID44306
Project Name	Project — Global Sales Data Analytics

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?		<div>communication is effective</div> <div>honesty makes them trustworthy</div> <div>kindness is the key</div>	<div>the way of organization of things</div> <div>competitive nature</div> <div>evaluating relationship building</div> <div>product redistribution</div>	<div>because of good service</div> <div>quality of the product</div> <div>cost effectiveness</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>customer should achieve quality product</div> <div>customer should avoid blindly trusting the product</div>	<div>Customer should trust genuine company</div> <div>Customer should have a look at the reviews</div> <div>Customer should be aware of specifications of the product</div>	<div>Increase in sales</div> <div>provision of offers</div> <div>good marketing strategies</div> <div>high positive feedback from many</div>	<div>wants other people to trust</div> <div>Due to good discounts</div> <div>good experience</div>
Touchpoint What part of the service do they interact with?	<div>User friendly buying experience</div>	<div>frequent buying makes them comfortable</div> <div>efforts of the sales team</div> <div>Specific customer needs are satisfied</div>	<div>empathy is noticed</div> <div>fair setting of prices</div> <div>goal balancing</div> <div>good sales rate</div>	<div>good feedback</div> <div>perfect from beginning to end</div> <div>good monitoring by team</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞	😞	😬
Backstage				
	<div>Increase</div>	<div>Increase empathy</div>	<div>Decrease the prize</div>	<div>Increasing the trust</div>
Opportunities What could we improve or introduce?				
Process ownership Who is in the lead on this?	<div>strategy process owner</div>	<div>tactical process owner</div>	<div>operational process owner</div>	<div>marketing process owner</div>