

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



## TEAM DETAILS:

**Team No** : PNT2022TMID10753  
**College Name** : IFET COLLEGE OF ENGINEERING  
**Department** : ELECTRONICS AND  
COMMUNICATION ENGINEERING

## TEAM MEMBERS :

- B. LAVANYA
- R. LAVANYAKUMARI
- S. GAYATHRI
- T. NARMATHA
- S. NISHANDHINI



**PROJECT DESIGN**  
**PHASE –II**

**CUSTOMER JOURNEY MAP**

<b>DATE</b>	2022
<b>TEAM ID</b>	PNT2022TMID10753
<b>PROJECT NAME</b>	CUSTOMER CARE REGISTRY
<b>MAXIMUM MARKS</b>	2 Marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	Look at the social media campaign, Learn about it from your pals.	Reach out, evaluate features, and contrast costs	Invest in something	Speak with customer service, review the documentation, the product and service	Share your expertise
TOUCHPOINTS	Brand promise, brand story, innovation, purchase moment	Social media connectivity, Webpages	Website, Mobile application	Chatbot	Media platforms, customer reviews, and brand awareness
CUSTOMER EXPERIENCE	Impressive, Uncertain	Surprising, ecstatic	enthusiastic	Infuriated	Happy, ecstatic
KPIS	client opinions	brand-new blog users	Conversion ratio	Time people spend queuing and customer service rating	Rank indicating client satisfaction
RESPONSIBLE	Connectivity	Communications	Customer service	Customer service	Client satisfaction and provider



**Thank you**