

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



## TEAM DETAILS:

**Team No** : PNT2022TMID30575  
**College Name** : Vivekanandha college of technology for women  
**Department** : Computer Science & Engineering

## PROBLEM MEMBERS :

- ☐ PRIYADHARSHINI G
- ☐ PAVYASRI S
- ☐ PRIYALATHA S
- ☐ VISHNU PRIYA N



PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

TEAM ID	PNT2022TMID30575
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

Customer  
Map

Journey

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



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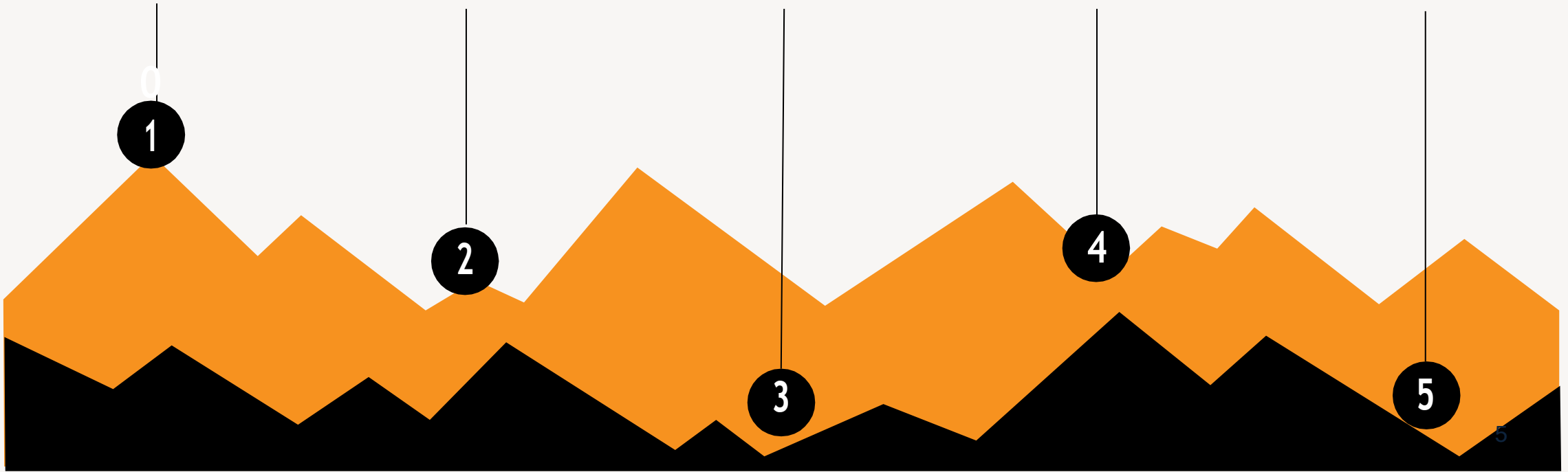
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Customer Journey Map



**Thank you**