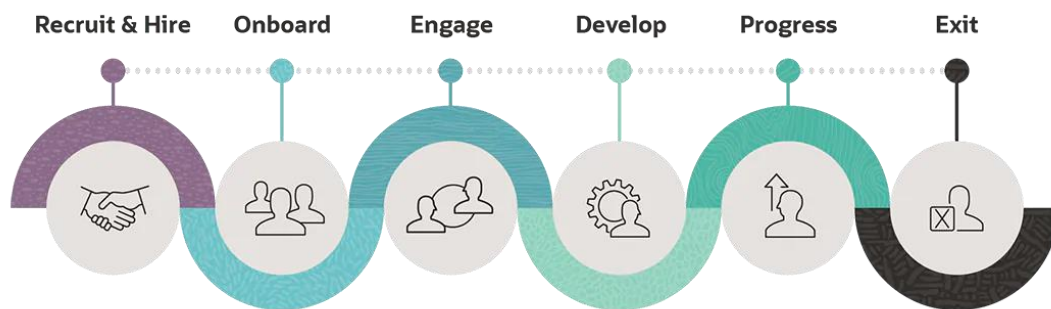


Project Design Phase-II

Journey Map

Date	03 October 2022
Team ID	PNT2022TMID53194
Project Name	Corporate Employee Attrition Analytics
Mentor	Dr.S.Mohanavalli

An Employee's Journey



TRIPLE-A FRAMEWORK	ATTRACTION					ACTIVATION		ATTRITION
CUSTOMER JOURNEY STAGES	AWARENESS	OPINION	CONSIDER	PREFERENCE	DECISION	ACTIVATION		DECLINE
EMPLOYEE JOURNEY STAGES	LABOR POOL	INVITE OR APPLY	PHONE SCREEN	ON-SITE INTERVIEW	OFFER	0 - 90 DAYS	90 DAYS - 1 YEAR	ANNUAL ANNIVERSARY
COMPANY TOUCH POINTS	Advertisements, website, news, events, recruiter communication	Phone screen, onsite interviews, recruiter communication	Offer call, offer letter, paperwork interactions, & pre-onboard communication			Onboarding, new hire orientation, Day 1, meet & greets, learning & development	Performance feedback, total rewards review, company events, team events, executive communication, team adds, team exits, ...	
								Exit interview, alumni events, ...