

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS:

Team No:PNT2022TMID10757

College Name: IFET COLLEGE OF ENGINEERING

Department: ELECTRONICS AND COMMUNICATION ENGINEERING

PROBLEM MEMBERS:

- ❖ MANGAYARKARASI S
- ❖ ARUNADEVI S
- ❖ KAVIYA M
- ❖ MARUTHAMBIGAI V



PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP DATE

DATE	2022
TEAM ID	PNT2022TMID10757
PROJECTS NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	View the social media, get reviews from customer	Treated respectfully, compare the cost	Recognizing problems and evaluating information and purchasing.	Attitude with people first and professionalism	Rewarding and recognition
TOUCH POINTS	Promising the brand, Customer experience	Social platform, database	Platforms, websites	Talkbot, web mail	Evaluate customer reviews
CUSTOMER EXPERIENCE	Friendly, quick	Eagerness, fervent	inquisitive	Furious and letdown	Contented, associated
KPIS	Response from customer	Transient, microblog	Exchange rate	Service credit and reputability	Customer contented rate
RESPONSIBLE	Kinship	conversations	Client service	Client service	Client contented

CUSTOMER CARE

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graph TD; CC[CUSTOMER CARE] --> S[SUPPORT]; CC --> C[CLIENT]; S --> A[ADVICE]; A --> SAT[SATISFACTION]; C --> H[HELP]; C --> SER[SERVICE]; C --> Q[QUALITY]; H --> SAT; SER --> REL[RELIABLE]; Q --> REL;
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SUPPORT

CLIENT

HELP

ADVICE

SERVICE

QUALITY

SATISFACTION

RELIABLE

SATISFACTION

RELIABLE



Thank you