

CUSTOMER CARE REGISTRY

JOURNEY MAP



TEAM DETAILS:

Team No : PNT2022TMID10745
College Name : IFET COLLEGE OF ENGINEERING
Department : ELECTRONIC AND COMMUNICATION
ENGINEERING

TEAM MEMBERS :

- ❖ GAYATHRI JD
- ❖ CHITRA D
- ❖ LOGITHAK
- ❖ LOGAPRIYA P

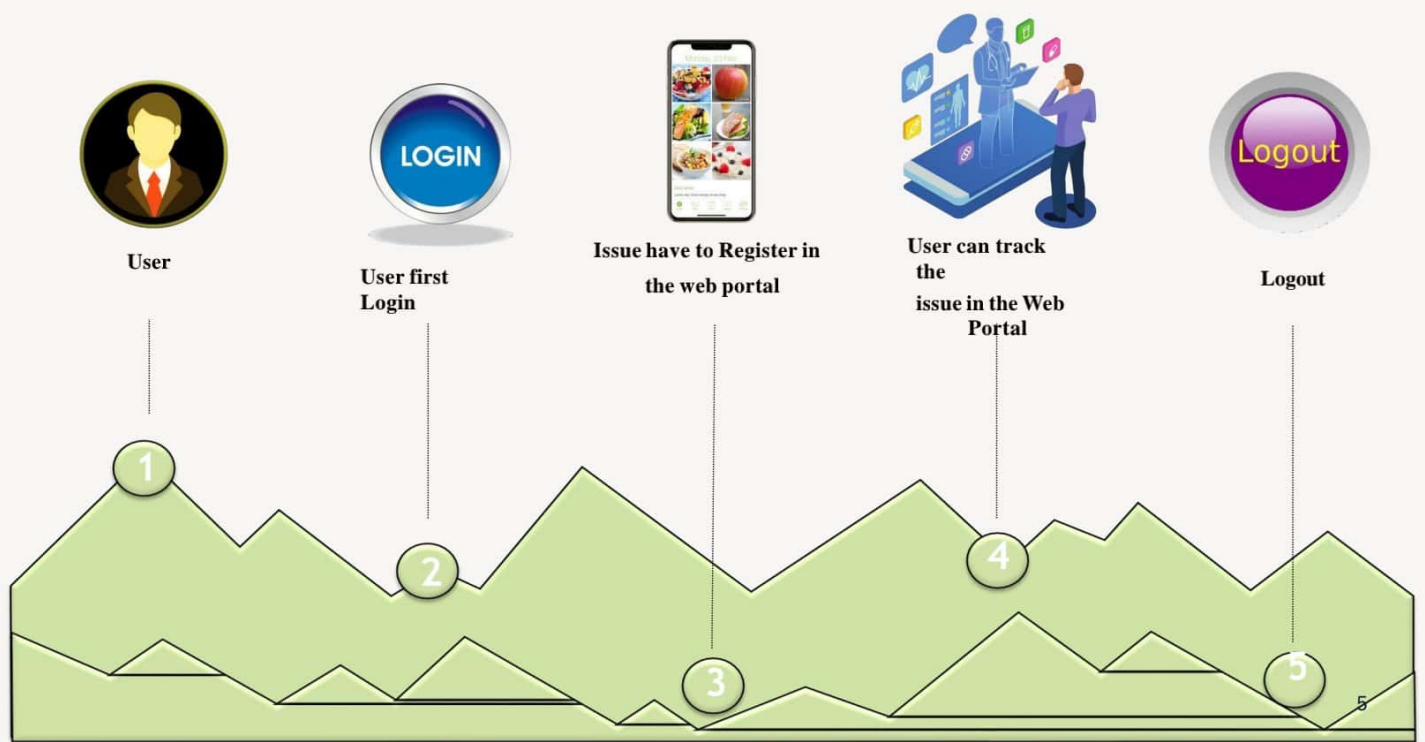


PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	25 October 2022
TEAM ID	PNT2022TMID10745
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	Discover from pals	Comparing features and prices while conducting outreach	Make a purchase	Read product and service documentation, contact customer service.	Share the experience
TOUCHPOINTS	Conventional media and social media.	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media, word of mouth Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Astonished	Astonished	Anxious	Satisfied, Astonished
KPIS	Customer opinions	New website visitors	Conversional rate	Waiting time, customer service score	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success



Customer Journey Map

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Thank you

