

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



# TEAM MEMBERS

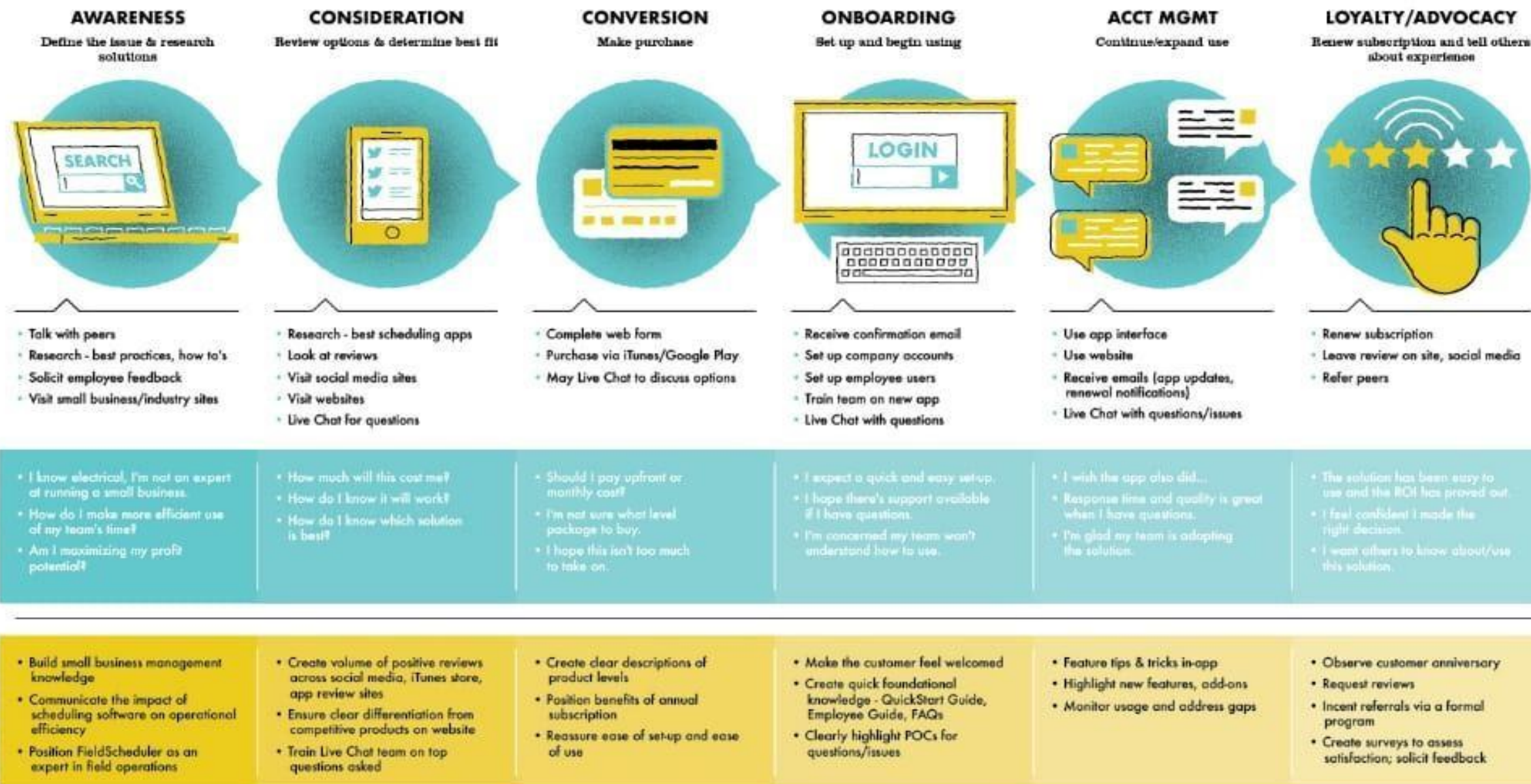
<b>TEAM LEADER</b>	<b>S.NIVEDHA</b>
<b>TEAM MEMBER</b>	<b>S.PARKAVI</b>
<b>TEAM MEMBER</b>	<b>R.PARKAVI</b>
<b>TEAM MEMBER</b>	<b>M.POOJA</b>
<b>TEAM MEMBER</b>	<b>K.NIVETHA</b>

### **TEAM DETAILS:**

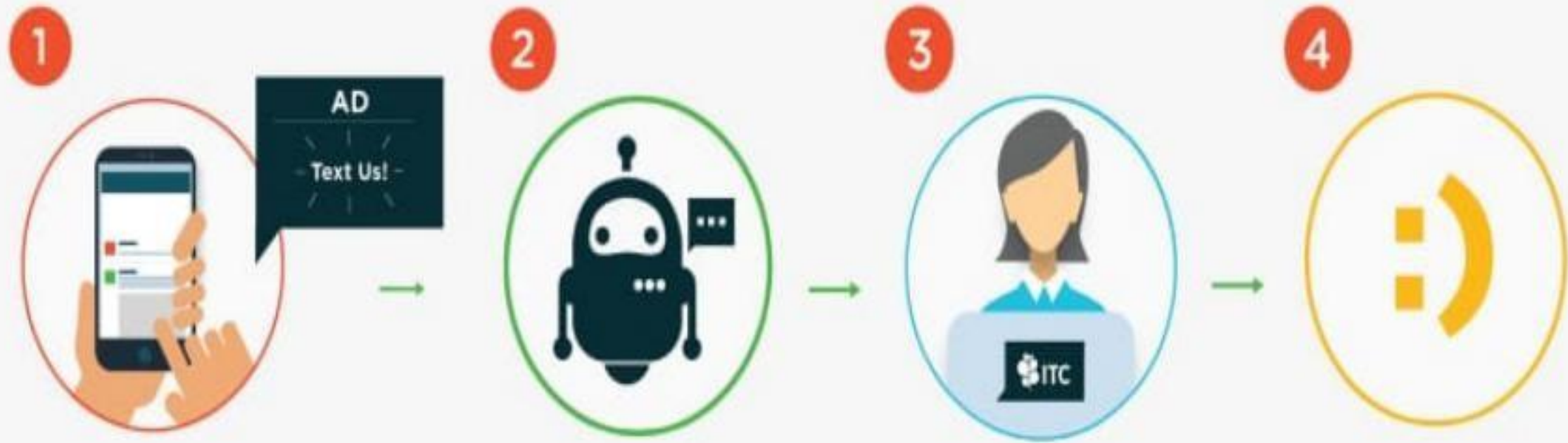
- **Team No** : PNT2022TMID10765
- **College Name** : IFET College of Engineering.
- **Department** : Electronics and communication Engineering

### **PROJECT DETAILS:**

- **DATE** : 12.11.2022
- **Team ID** : PNT2022TMID10765
- **Project Name** : Chatbot voice recognition application by using cloud computing
- **Problem Statement** : Uneducated people not able to communicate their problem through text by using mobile phone. If complaint statement by user side not represent correctly means it doesn't reply (Problem to be solved).



Customer journey via messaging and chatbot



Customers see ads promoting your messaging channel and send messages via Wechat, LINE, Kik, or Facebook Messenger

A chatbot starts the conversation and answers general inquiries - saving your team time and money

Customers can always chat with your representatives, who respond using the ITC platform

Customers' inquiries are quickly resolved, saving time and boosting satisfaction

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
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<b>CUSTOMER ACTIVITIES</b>	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
<b>TOUCHPOINTS</b>	Social media, Traditional media, word of mouth	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media, word of mouth Review sites
<b>CUSTOMER EXPERIENCE</b>	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
<b>KPIS</b>	Customer feedback	New website visitors	Conversional rate	Waiting time, customer services core	Customer satisfaction score
<b>RESPONSIBLE</b>	Communications	Communications	Customer service	Customer service	Customer service, Customer success



**Thank you**

