

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM MEMBERS

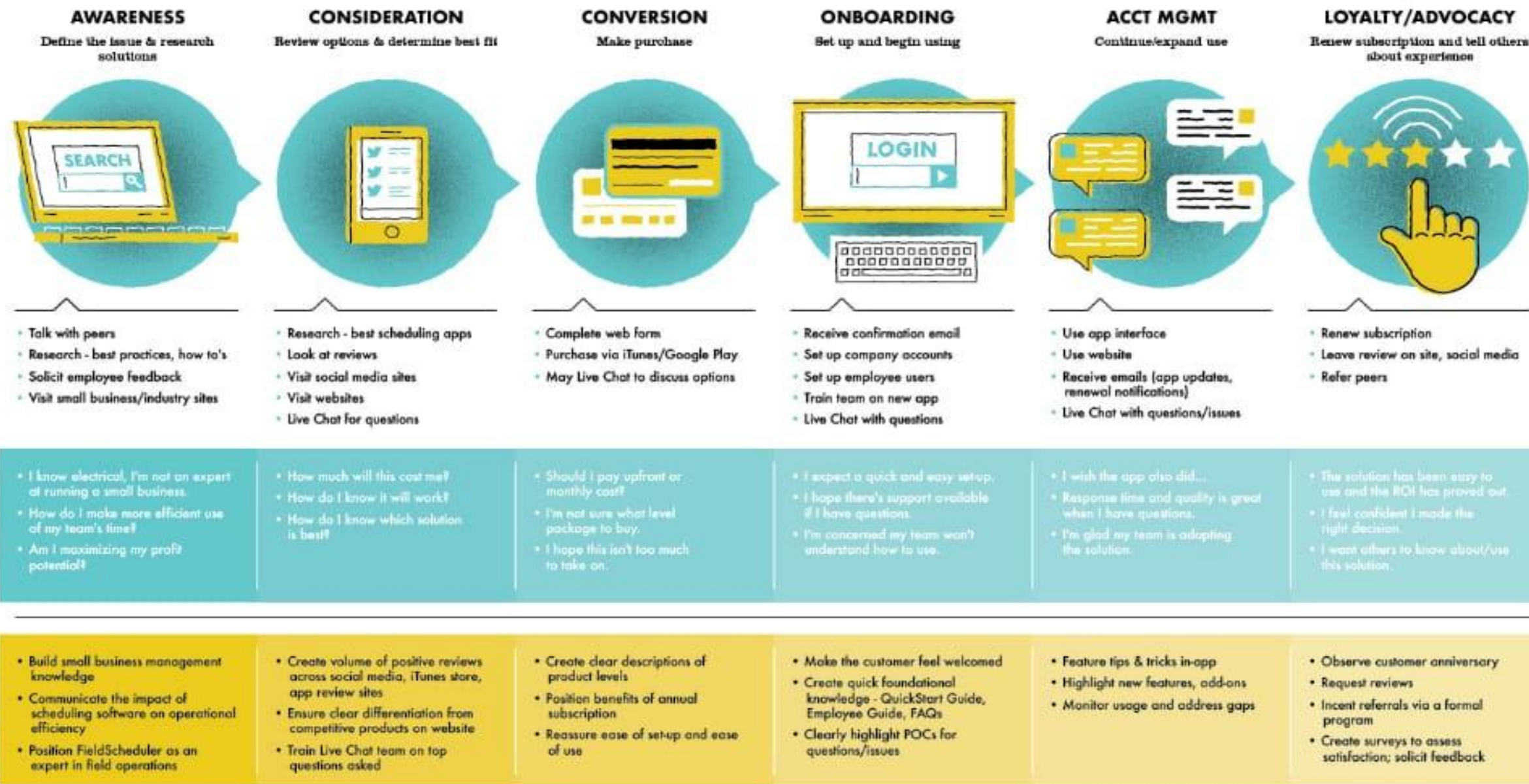
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|--------------------|------------------|
| TEAM LEADER | S.NIVEDHA |
| TEAM MEMBER | S.PARKAVI |
| TEAM MEMBER | R.PARKAVI |
| TEAM MEMBER | M.POOJA |
| TEAM MEMBER | K.NIVETHA |

TEAM DETAILS:

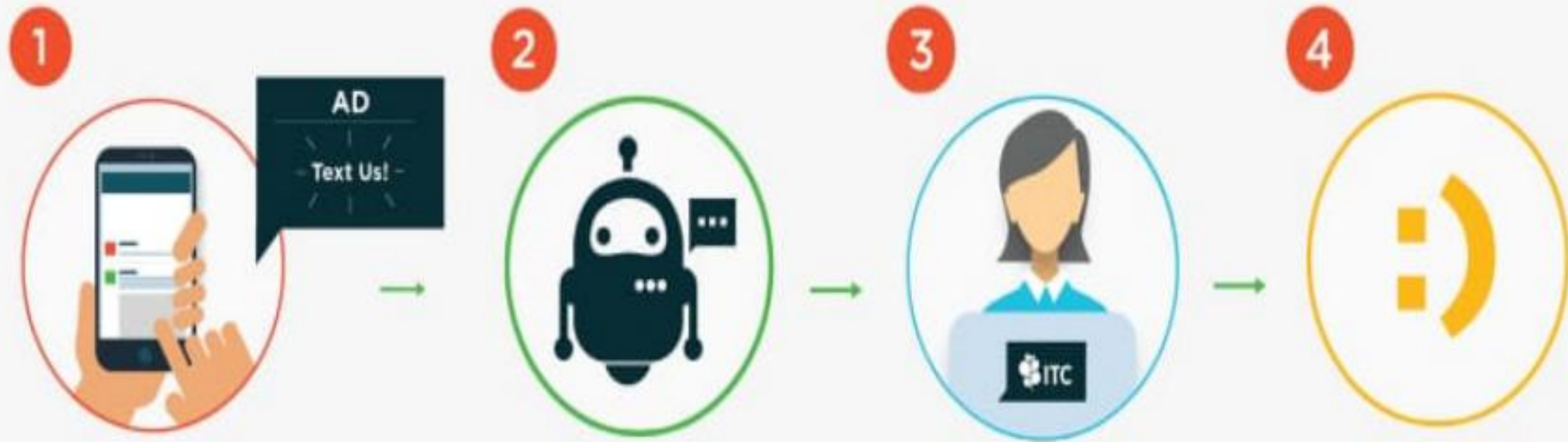
- **Team No** : PNT2022TMID10765
- **College Name** : IFET College of Engineering.
- **Department** : Electronics and communication Engineering

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 userside 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 |
|-------|-----------|---------------|----------|---------|---------|
|-------|-----------|---------------|----------|---------|---------|

| | | | | | |
|---------------------|--|---|---------------------|---|--|
| 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 |

A decorative graphic on the left side of the slide consists of a cluster of hexagons in various colors (light blue, orange, grey, dark blue, and white). Some hexagons contain icons: a group of people silhouettes, a group of blue person icons, a stack of papers, and a group of three stylized people icons. The text "Thank you" is positioned to the right of this graphic.

Thank you