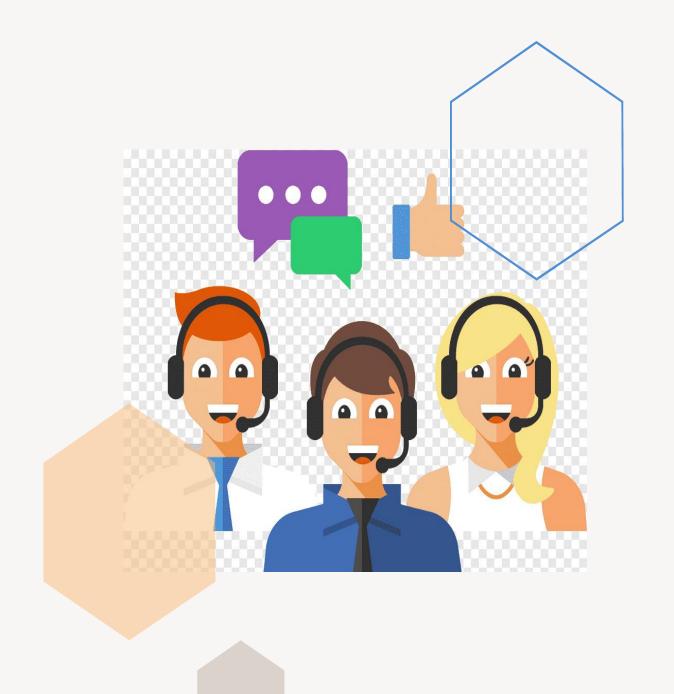
CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM MEMBERS

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).

AWARENESS

Define the issue & research solutions



- Talk with peers
- Research best practices, how to's
- Solicit employee feedback
- Visit small business/industry sites

CONSIDERATION

Review options & determine best fit



- Research best scheduling apps
- · Look at reviews
- Visit social media sites
- Visit websites
- Live Chat for questions

CONVERSION

Make purchase



- · Complete web form
- · Purchase via iTunes/Google Play
- May Live Chat to discuss options

ONBOARDING

Set up and begin using



- · Receive confirmation email
- Set up company accounts
- Set up employee users
- Train team on new app
- Live Chat with questions

ACCT MGMT

Continue/expand use



- Use app interface
- Use website
- Receive emails (app updates, renewal notifications)
- Live Chat with questions/issues

LOYALTY/ADVOCACY

Renew subscription and tell others about experience



- Renew subscription
- · Leave review on site, social media
- Refer peers

- I know electrical, I'm not an expert at running a small business.
- How do I make more efficient use of my team's time?
- Am 1 maximizing my profit potential?

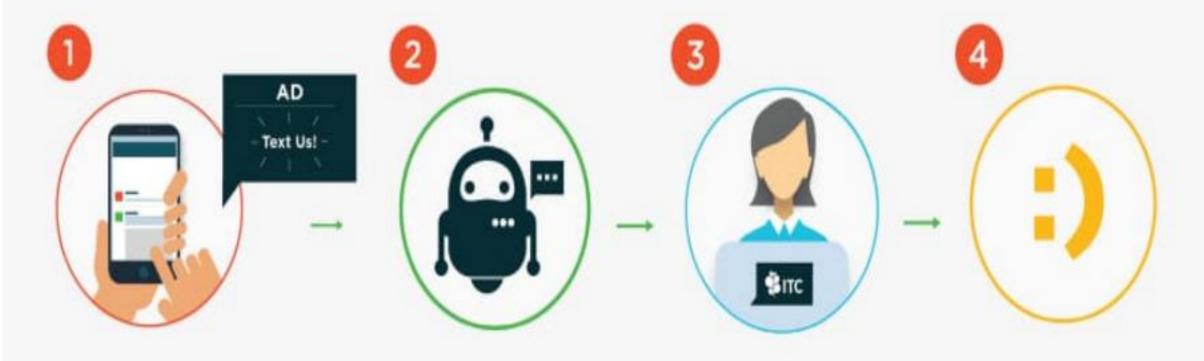
- . How much will this cost may
- · How do I know it will work?
- How do I know which solution is best?
- Should I pay upfront or monthly cost?
- I'm not sure what leve package to buy.
- I hope this isn't too much to take on.

- I expect a quick and easy set o
- I hope there's support available
 I have questions.
- I'm concerned my team won' understand how to use.
- I with the app also did.
- Response time and quality is great when I have questions.
- I'm glad my team is adopted the solution.
- The solution has been easy to use and the ROI has proved out
- I faul confident I made the
 published account.
- I want others to know about/us this solution.

- Build small business management knowledge
- Communicate the impact of scheduling software on operational efficiency
- Position FieldScheduler as an expert in field operations
- Create volume of positive reviews across social media, iTunes store, app review sites
- Ensure clear differentiation from competitive products on website
- Train Live Chat team on top questions asked

- Create clear descriptions of product levels
- Position benefits of annual subscription
- Reassure ease of set-up and ease of use
- . Make the customer feel welcomed
- Create quick foundational knowledge - QuickStart Guide, Employee Guide, FAQs
- Clearly highlight POCs for questions/issues

- . Feature tips & tricks in-app
- · Highlight new features, add-ons
- Monitor usage and address gaps
- Observe customer anniversary
- Request reviews
- Incent referrals via a formal program
- Create surveys to assess satisfaction; solicit feedback



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	CONSIDERATIO N	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	see social media campaign Hear about fromfriends	Conduct reach, compare featuresand spricing	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 servicescore	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success

