CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM MEMBERS

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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).

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

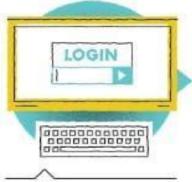
Make purchase



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

ONBOARDING

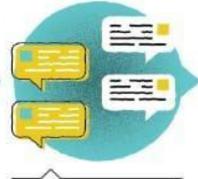
Set up and begin using



- 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

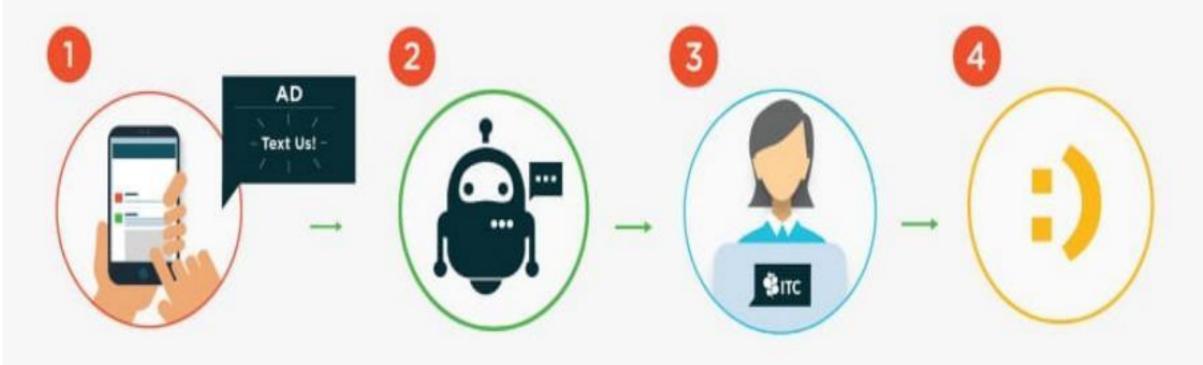
- · I know electrical, I'm not an expert at running a small business.
- · How do I make more efficient use of my team's time?
- · Am I maximizing my profit Floimstog

- How much will this cost may
- · How do I know it will work?
- . How do I know which 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
- 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

- - . Train Live Chat team on top questions asked



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 andpricing	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 services core	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success

