

<b>PROJECT TITLE</b> <b>INVENTORY MANAGEMENT SYSTEM</b> <b>FOR RETAILERS</b>	<b>PROJECT PLANNING PHASE II</b> <b>CUSTOMER JOURNEY MAP</b>	<b>TEAM ID</b> <b>PNT2022TMID42656</b>
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STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
<b>CUSTOMER ACTIVITIES</b>	Advertising the app using social medias, news papers etc	Comparing features and pricing, make a demo of the app practically to the customers	Install the app and make a purchase	Details have to be updated then the analytics process will be completed	Sharing feedback and experience
<b>TOUCHPOINTS</b>	Social Media, Newspaper Ad, Word of Mouth	Social Media, Websites	Websites, Mobile App	Email	Social Media
<b>CUSTOMER EXPERIENCE</b>	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
<b>KPIS</b>	Customer feedback	New app visitors	Conversional rate	App workflow	Playstore feedback rating
<b>RESPONSIBLE</b>	Communications through email and phone	Communications	Customer service	Customer service	Customer service, Customer success