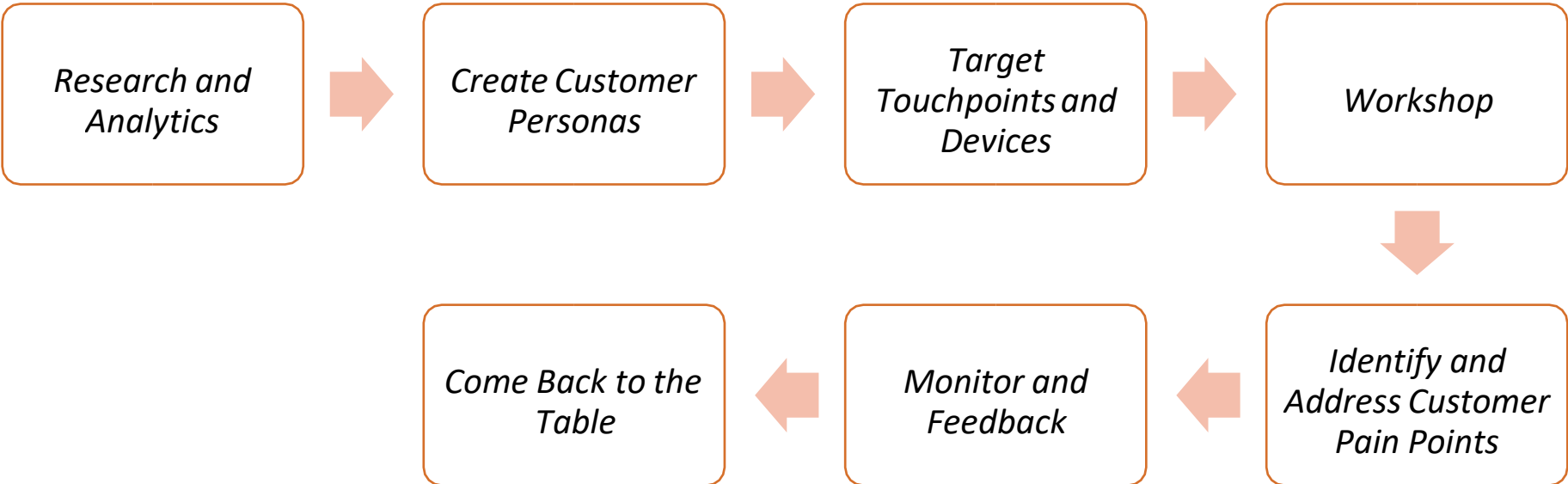


CAPE INSTITUTE OF TECHNOLOGY
LEIVINGIPURAM
DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
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Project Design/Phase – II
Customer Journey

DATE	29 OCTOBER 2022
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PROJECTNAME	PROJECT – SMART SOLUTION FOR RAILWAYS
MAXIMUMMARKS	2 MARKS

Customer Journey for railways safety :



1. Research and Analytic:

First and foremost, when mapping the customer journey, simple tools for web and mobile analytics can perform user analytics to track user actions. A customer journey analytics solution such as a product analytics tool identifies roadblocks using user analytics.

2. Create Customer Personas:

Any given organization will have several different customer personas who seek to get the most out of their products and services. But this information on personas is gathered through different means, such as questionnaires, customer support team inputs, user analytics, social media, and more.

3. Target Touchpoints and Devices:

Reiterating on the point we touched upon earlier, customer success depends on how well product vendors understand their customers

4. *Workshop:*

Now it is finally time to conduct a workshop to map the customer journey. In this workshop, the teams involved in product management are encouraged to think from the customer’s point of view instead of a product view.

5. *Identify and Address Customer Pain Points:*

Your first customer journey map will not come out looking clean. Your customers are not happy at many stages of the journey, and you will know that these stages are not leading to conversions.

6. *Monitor and Feedback:*

Customer journeys do not end with a purchase. Existing customers are valuable assets to a company, and their opinions matter in order to increase retention.

7. *Come Back to the Table*

Customer journey mapping is not a singular exercise that can be pushed aside after a first stint. They are subject to revisions and multiple iterations that make them permanent assets to businesses.