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| PROJECT NAME: | Inventory Managment System for Retailers |

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints. Whether your customers interact with you via social media, email, livechat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimise and personalise the customer experience.

Customer journey mapping (also called user journey mapping) is the process of creating a customer journey map, a visual story of your customers' interactions with your brand. This exercise helps businesses step into their customer's shoes and see their business from the customer's perspective. It allows you to gain insights into common customer pain points and how to improve those.

Firstly, all the possible customer touchpoints are mapped out, for instance, a website, social channels, interactions with marketing and sales teams.

User journeys are then created across these various touchpoints for each buyer persona. For example, a millennial buyer persona may typically become aware of a product on social, research it on the mobile version of your site, and finally make a purchase on a desktop computer.

The customer experience at each touchpoint should be included in a customer journey map. This can include what action the customer needs to take and how your brand responds.

| Customer Journey: Current State | STAGES | NEEDS | RESEARCH | CONVERSION | BUILDING RELATIONSHIPS |
|---|--------------|--|--|--|--|
| <i>What is the customer thinking or feeling?</i> | TARGETS | Customer needs to buy a Product | Searches for various Manufactures and compares numerous Products | Decides to buy the product | Inquires more about the products and the selling locations |
| <i>What is the customer's action?</i> | TOUCHPOINTS | Customer needs to buy a product | Contacts call centres files contact us form takes expert advice | Meets the products | Satisfied |
| <i>What is the customer's touchpoint with the business?</i> | WEAKNESS | Proper information not Available | Good demo service, But the required configuration is not available | Post-conversion, the sales person was unable to deliver the expected results during the demo | Waiting time to address the issue kept increasing |
| <i>What do we want to change about this step?</i> | STRENGTH | Proper information not Available | Call centre executives took hold of the situation | Stores managers interaction skills | Freebies such as electronic products |
| <i>How and/or why will we make this change?</i> | IMPROVEMENTS | Hired a professional to Create optimized website content | The configuration will be made available | Website will properly maintained | Regular follow up with clients on the usage of product |