

Project Design Phase-II
Customer journey

Date	03 October 2022
Team ID	PNT2022TMID00514
Project Name	Project - Machine Learning-Based Predictive Analytics for Aircraft Engine
Maximum Marks	4 Marks

The airline customer journey is long and winding. It usually begins with passengers conducting online research on their destination of choice,. And it usually ends after passengers return home, exhausted from days or weeks of travel.

R No.	Requirement	Description
1.	Awareness Stage	<p>In the awareness stage, the buyer is experiencing a problem or symptoms of a pain, and their goal is to alleviate it. They may be looking for informational resources to more clearly understand, frame, and give a name to their problem.</p> <p>An example of a search query a prospect might begin with is: "How do I get stronger?" In the awareness stage, they are not yet thinking about solutions or providers; it's much too early for that. Instead, they're looking to contextualize their problem first. As a content marketer, you'll want to show up in search engine results, even in these early stages, to establish your authority and gain the trust of buyers who are starting the journey.</p>

2.	Consideration Stage	<p>In the consideration stage, the buyer will have clearly defined and given a name to their problem , and they are committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity. In other words, they are considering potential solution.</p> <p>In the consideration stage, the prospect is not yet ready to buy, but they are deciding on the potential solution for them. Your goal will be to consider your indirect competitors and educate them on the pros and cons.</p>
3.	Decision stage	<p>Once they've progressed to the decision stage, the buyer has decided on their solution strategy, method, or approach. Their goal now is to compile a list of available vendors, make a short list, and ultimately make a final purchase decision.</p> <p>The decision stage is where the qualified lead decides whether to purchase your product. It's also sometimes called the purchase or conversion stage because it's where leads can be converted into customers.</p> <p>The prospects in this stage already know what problem they're facing and what the possible</p>

		<p>solutions are. They also already know about your brand and product. You've successfully gotten their attention and potentially had multiple calls with them.</p>
4.	Retention phase	<p>The last two phases of the customer journey happen post-sale. Often, sales representatives make the sales, onboard the customers and wait until renewal time or a cross-sell opportunity arises to engage with them again. However, successful organizations continue to market to and engage with customers, which increases the likelihood of a higher customer lifecycle value from repeat business.</p> <p>In the retention phase, organizations can implement a loyalty program or knowledge base FAQ and regularly communicate company or product advancements to customers. Organizations could also hold regular training sessions for their products or offer additional promotions throughout the customer lifecycle. Regular communication can lead to increased customer engagement, furthering education and value for customers.</p>

5.	Advocacy phase	<p>Customer advocacy comes after great CX. Customers who have meaningful experiences with an organization's products or services can become vocal supporters for the brand.</p> <p>When onboarding new customers, organizations should understand their expectations for a product or service. If customers can recognize their goals and measure their success, they are more likely to advocate for that organization. Satisfied customers increase the number of other prospects who hear about those experiences and may consider that organization for their own needs.</p> <p>Customer advocacy can lead to word-of-mouth marketing, which can attract new customers to a brand. Many individuals make purchase decisions based on case studies and success stories from their peers. When one person tells two friends and so on, organizations can trace that effect to revenue growth, if tracked correctly.</p>
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