

Date	10 October 2022
Team ID	PNT2022TMID06484
Project Name	Customer Care Registry
Maximum Mark	2 marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
<b>CUSTOMER ACTIVITIES</b>	see social media campaign Hear about from friends	Conduct reach, compare features and pricing	Make a purchase	Contact customer service, Documentation, read product and service	Share the experience
<b>TOUCHPOINTS</b>	Social media, Traditional media, word of mouth	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media, word of mouth Review sites
<b>CUSTOMER EXPERIENCE</b>	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
<b>KPIS</b>	customer feedback	New website visitors	Conversion rate	Waiting time, customer service score	Customer satisfaction score
<b>RESPONSIBLE</b>	Communications	Communications	Customer service	Customer service	Customer service, Customer success

