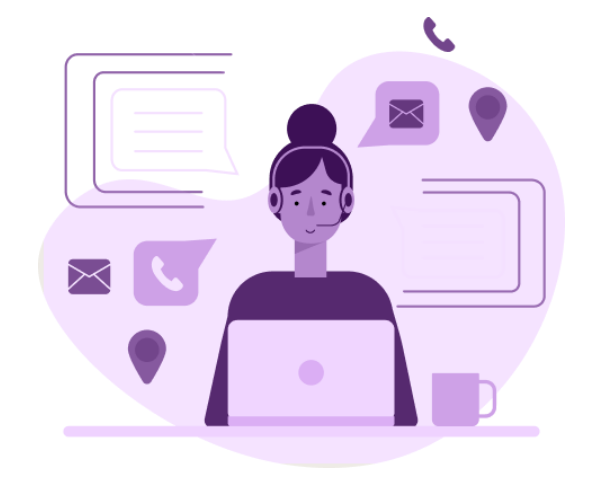
**CUSTOMER CARE REGISTRY**



**CUSTOMER JOURNEY MAP**

# TEAM DETAILS:



**Team No :** PNT2022TMID26814

**College Name :** Dhanalakshmi Srinivasan College of Engineering & Technology

**Department :** Computer Science & Engineering

# PROBLEM MEMBERS:

* SHARMILA D
* SEVVANTHI D
* SHOBANA M
* THATCHAYANI I
* NAVIN KUMAR

Customer Journey Map 2

# PROJECT DESIGN PHASE –II

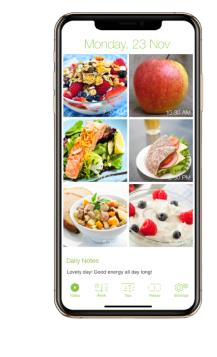
**CUSTOMER JOURNEY MAP**

|  |  |
| --- | --- |
| **DATE** | **08 October 2022** |
| **TEAM ID** | PNT2022TMID26814 |
| **PROJECT NAME** | CUSTOMER CARE REGISTRY |
| **MAXIMUM MARKS** | 2 Marks |

Customer Journey Map 3

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

Customer Journey Map 4

Useí Issue have to Registeí in



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Useí fiíst Login

the web poítal

issue in the Web Poítal

Logout

**0**

**1**

**2**

**4**

**3**

**5**

5

Customer Journey Map



**Thank you**