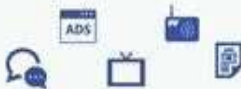







Project Design Phase-II Customer Journey Map

Date	09/11/2022
Team ID	PNT2022TMID13306
Project Name	Emerging Methods for Early Detection of Forest Fires
Maximum Marks	4 Marks

STAGE	Awareness	Research	Choice reduction	Purchase	Post-purchase
CUSTOMER ACTIVITY	Hearing from friends, colleagues, and family. Being exposed to online advertising, radio, TV and print ads -although Young families don't broadly use traditional advertising.	Conducting research starting off by searching on Google for either the name of the company or search terms. Once on the company's website, the research continues by reviewing plans and requesting an online quote.	Evaluating and narrowing down the options based on the set criteria.	After having made the final decision, going to the company's website to purchase the selected health insurance plan.	Using the service and managing the policy online.
CUSTOMER GOALS	Being aware of the different options in the market with the main goal of finding a reliable health insurer.	Understanding health insurance plans, their coverage and cost in order to determine the final buying criteria for making a decision.	Reducing the options to 2-3 plans.	Selecting and easily purchasing the health insurance plan that matches the family needs.	Getting covered and getting an excellent customer experience online and offline.
TOUCHPOINTS	 Word of mouth, online ads, radio, TV and print media	 Searching on browsers, seeing online ads, company's website	 Company's website, social media, phone and web chat	 Company's website, confirmation email	 Customer online area, email, phone and web chat
EXPERIENCE	 <p>★ Moment of truth: finding quickly what they are looking for, being able to easily compare plans as well as understanding the information provided. Otherwise, the search will be abandoned.</p> <p>★ Moment of truth: contacting sales advisors to clarify information about plans. Asking family/friends, and reviewing comments on social media. If any of those evaluations fail, the purchase won't take place.</p> <p>★ Moment of truth: unclear purchase path creates confusion which results in a high check out bounce rate</p>				
SENTIMENT	Interested	Requires a lot of effort, overwhelmed	Hesitation	Confusion, frustration	Satisfied
IDEAS TO IMPROVE	Creating and sharing compelling content (mainly online), PR	Improving website usability of plans comparison and making product content more understandable.	Optimising web chat and adding a callback lead form,	Optimising online purchase funnel (reducing number of steps, adding FAQs)	Optimising online renewals and claims processing.
KPIs	Number of people reached	Number of website visitors, viewed pages and leads (online quotes).	Number of returning web visitors, and calls and web chats conversion rates	Number of online sales, conversion rate and the shopping cart value.	Number of renewals and upgrades.
OWNERSHIP	Marketing, Communications	Digital Marketing, Communications, Development	Digital Marketing, Sales	Digital Marketing, Development	Marketing, Development, Customer service