CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

TEAM DETAILS:

Team No   : **PNT2022TMID21136**
College Name : Sri Shakthi Institute of Engineering and Technology
Department   : Information Technology

PROJECT MEMBERS :

➢ AKILESWARAN G
➢ AJITH P
➢ DURAI MURUGAN R
➢ JEYANDRA M

PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	08.10.2022
TEAM ID	PNT2022TMID21136
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 MARKS

Customer Care Registry
Team ID : PNT2022TMID21136

Customer journey map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant	Curious, excited	Excited	Frustrated	Satisfied, excited
KPIS	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

Thank you