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| --- | --- |
| Date | 5 November 2022 |
| Team ID | PNT2022TMID46479 |
| Project Name | Customer Care Registry |
| Maximum Mark | 2 marks |

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| **STAGE** | **AWARENESS** | **CONSIDERATION** | **DECISION** | **SERVICE** | **LOYALTY** |
| **CUSTOMER**  **ACTIVITIES** | see social media  campaign Hear about from friends | Conduct reach, compare featuresand pricing | Make a purchase | Contact customer service,  Documentation, readproductand service | Share the experience |
| **TOUCHPOINT S** | 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 | Conversion  al rate | Waiting time, customer service score | Customer  satisfaction score |
| **RESPONSIBLE** | Communications | Communications | Customer service | Customer service | Customer service, Customer success |



