

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, read 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



user



User first Login



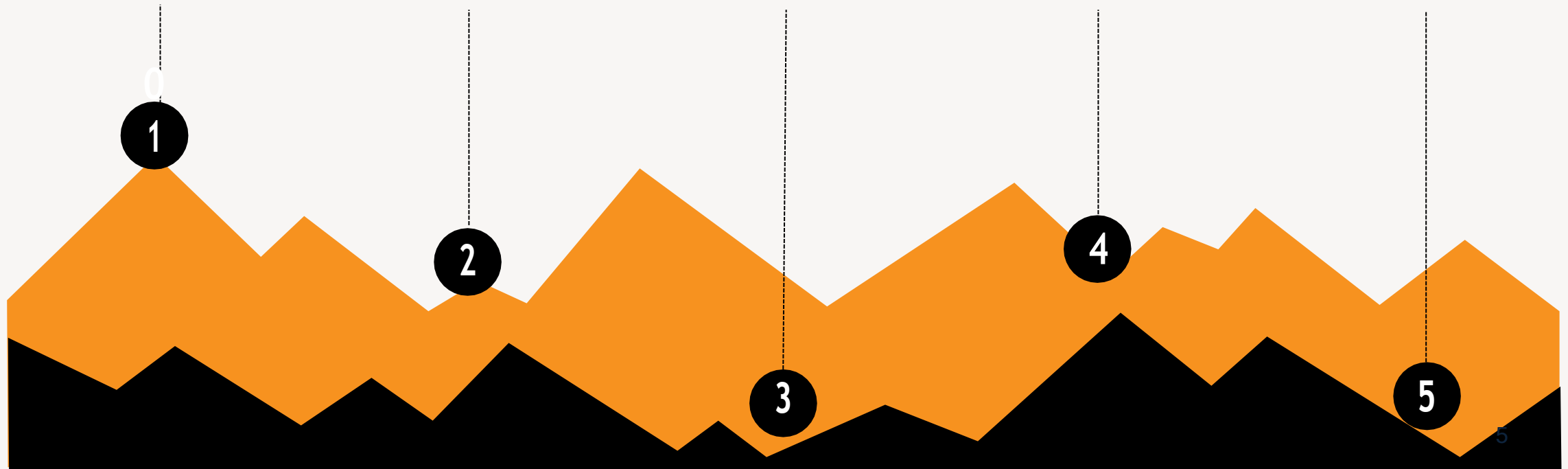
**Issue have to Register in
the website**








**Issue in the Web
site**



Logout



Phases	Motivation	Information Gathering	Analyzes other Help desk	Chooses the most efficient way	Ticket Resolved
Actions	Wants to solve customer issue	Wants to choose efficient way	Comparing other help desk	Existing interface is efficient compared to other help desk	By assigning Agent
TouchPoints	The customer gets excited	After raising issue no proper response from agent	The user is amused by the services provided by the admin	After assigning agent admin not noticing the process	After solving problem not updated properly to customer
Customer Feeling					
Customer Thought	customer thinks raising issue will be resolved	customer thinks it will take more duration	customer thinks alternative solution will be available	the agent assigned solving the issue on time	the customer will think the interface will be user friendly
opportunities	The customer gets better service	The customer knows about the process through email	The customer is aware of the actions taken by agent	The customer comes to know which help desk is better	The customer will enjoy the journey