

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

Assignment Date	15 October 2022
Team ID	PNT2022TMID39421
Project name	Smart Solutions For Railways Using IOT
Maximum Marks	4 MARKS

CUSTOMER JOURNEY MAP:

A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints. Whether your customers interact with you via social media, email, live chat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimise and personalise the customer experience.

CUSTOMER JOURNEY MAP MODEL:

