

Date	04 NOVEMBER 2022
Team ID	PNT2022TMID18844
Project Name	Project – Customer Care Registry
Maximum Marks	2 Marks

PROJECT DESIGN SPACE

CUSTOMER JERNEY MAP

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALITY
CUSTOMER ACTIVITIES	See Social Media Campaign Hear About From Friends	Conduct Reach, Compare Features And pricing	Making A Purchase	Contact Customer Service, Documentation Read Product And Services	Share The Experience
TOUCH POINTS	Social Media , Traditional Media, Word Of Mouth	Social Media Websites	Website, Mobile App	Chat Box , Email Notification	Social Media Word of Mouth Review Sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
KMSIS	Customer Feedback	New Website Visitors	Conversional Rate	Waiting Time, Customer Service Score	Customer Service Score
RESPONSIPL E	Communicatio ns	Communications	Customer Service	Customer service	Customer service, Customer Success

