

# PROJECT DESIGN SPACE

## CUSTOMER JERNEY MAP

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

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALITY
<b>CUSTOMER ACTIVITIES</b>	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
<b>TOUCH POINTS</b>	Social Media , Traditional Media, Word Of Mouth	Social Media Websites	Website, Mobile App	Chat Box , Email Notification	Social Media Word of Mouth Review Sites
<b>CUSTOMER EXPERIENCE</b>	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
<b>KMSIS</b>	Customer Feedback	New Website Visitors	Conversional Rate	Waiting Time, Customer Service Score	Customer Service Score
<b>RESPONSIPL E</b>	Communicatio ns	Communications	Customer Service	Customer service	Customer service, Customer Success