

## CUSTOMER CARE REGISTRY

**CUSTOMER JOURNEY MAP** 

## TEAM INFO

► **TEAM LEAD** : JANANI V

► TEAM MEMBER 1 : INDHU J

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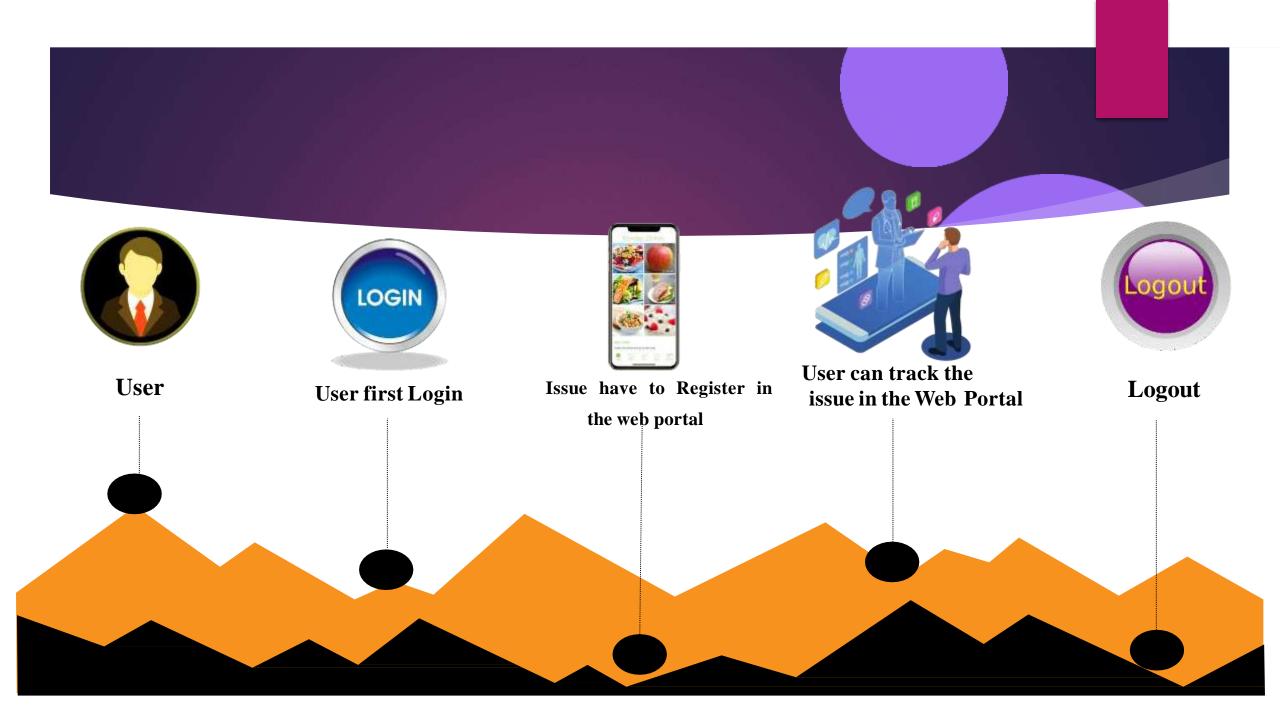
► TEAM MEMBER 3 : JOTHIA

**TEAM ID:** PNT2022TMID31329

**COLLEGE NAME:** DR NGP INSTITUTE OF TECHNOLOGY

**DEPARTMENT:** COMPUTER SCIENCE AND ENGINEERING

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





## Customer journey Map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

P Product School



## Document an existing experience

Narrow your Rocos to a specific scenario or process within an existing product or service. In the **Steps** row, document that step-by-step process sceneone' typically experiences, then add lateal to each of the latter rows.

