

## Project Design Phase-II Customer Journey

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| Date         | 16 October 2022   |
| Team ID      | PNT2022TMID25465  |
| Project Name | Predicting the energy output of wind turbine based on weather condition |

### Customer Journey Map:

| STAGE                      | AWARENESS   | CONSIDERATION  | DECISION  | SERVICE   | LOYALTY  |
|----------------------------|---|--|---|---|--|
| <b>CUSTOMER ACTIONS</b>    | A Marketers job becomes one best described as defending the brand relationship                  | In Today's more sophisticated renewable energy marketplace, The path to advocacy is not so well defined. | The universe of potential customers is much more diverse. So,decisions of one by four should be taken by customers. | The customer journey evolves as the organization, product or service evolves.                       | Their customer's journeys and help optimize each step of the process.                            |
| <b>TOUCHPOINTS</b>         | The customer journey encompasses the entire lifecycle of a customer's relationship.             | Suppliers and construction companies who provide the required materials and build the wind farm          | Many individuals make purchase decisions based on case studies and success stories from their peers.                | a good sales process and successful case studies give an organization an edge over its competition. | surveys and conversations can help an organization learn more about what works and what doesn't. |
| <b>CUSTOMER EXPERIENCE</b> | Interested, hesitant  | Curious, excited   | Excited.  | Frustrated.   | Satisfied, excited.  |
| <b>KPIs</b>                | metric used to evaluate factors that are crucial to the success of your organization.           | Revenue growth. Revenue per client. Profit margin. Client retention rate. Customer satisfaction.         | The greatest value of forecasting with KPIs is not predicting the future  | The service sector comprises a dominant segment of the economy                                      | Particularly cost-intensive elements of customer retention systems                               |
| <b>BUSINESS GOALS</b>      | A user has a problem or need and looks for an answer.   | During the consideration phase, customers compare one organization's offerings to its competitors.       | Customer become a marketing qualified lead ready to engage with sales or support engineers                          | customers mostly seek educational content about services that could solve their problems.           | If organizations can decrease turnover, enable positive CX and offer high quality and services.  |
| <b>TEAMS INVOLVED</b>      | Marketing teams can show how their offerings can address customer needs, like listing benefits. | As CX teams engage with customers, they can reinforce the features of their products.                    | People enter the customer journey in this phase if they initially request demos.                                    | Each and every team is involved in service provided for customers.                                  | organizations can implement a loyalty program or knowledge base FAQ.                             |