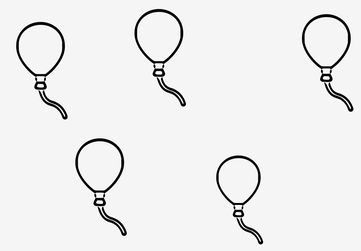
CUSTOMER JOURNEY MAP

JOURNEY STEPS Which step of the experience?	DISCOVERY Why they started the journey?	REGISTRATIOJN Why would they trust us?	ONBOARDING AND FIRST USE How can they feel successful?	SHARING Why would they invite others?
ACTIONS what does the customer do?What information do they look for?What is their context	product details About inventory and where to start To search the quality of product	By visualization charts Availability of the product Complete understanding about the product	Avoid stock and over stocking Cost of inventory By inventory of each product	Tries to identify the status of best seller
NEEDS AND POINTS What does the customer want to achieve or avoid	Product satisfaction Stock quality Get information about the product	Help to find the availability Help to find the relevant information about the product	Tracking inventory in advanced Reordering point Availability of stock atv time	Low quality miserable Over cost anxiety quality,satisfaction
TOUCHPOINT What part of the service do the interact with	Short term forecasting profit/loss information over stock	Multi product inventory analysis Each product profit/Loss details Weekly Report	Reorder to avoid stock out Product quality and quantity Ordering product when they need	Quality product of services Feedback about stock inventory
CUSTOMER FEELING what is the customer feeling?				
OPPORTUNITIES what could we improve or introduce? **PROCESS OWNERSHIP** Who is in the lead on this	USER FRIENDLY Retailer	PROPER ANALYSIS Retailer	PROFIT/LOSS Retailer and Supplier	QUALITY/QUANTITY Retailer and Supplier

Customer Journey Map

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Marks	4 Marks