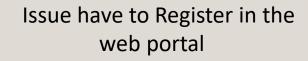


TEAM DETAILS: **TEAM MEMBERS:** T.ARIAHRAN **TEAM ID: PNT2022TMID37393** T.PPRAKASH College: Mohammed sathak A.J College of Engineering R.KARTHIKEYAN Customer Care MOHAMMED MUNSHID PP Department: Computer science Engineering

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







User can track issues in web portal



LOGOUT



## Customer journey Map

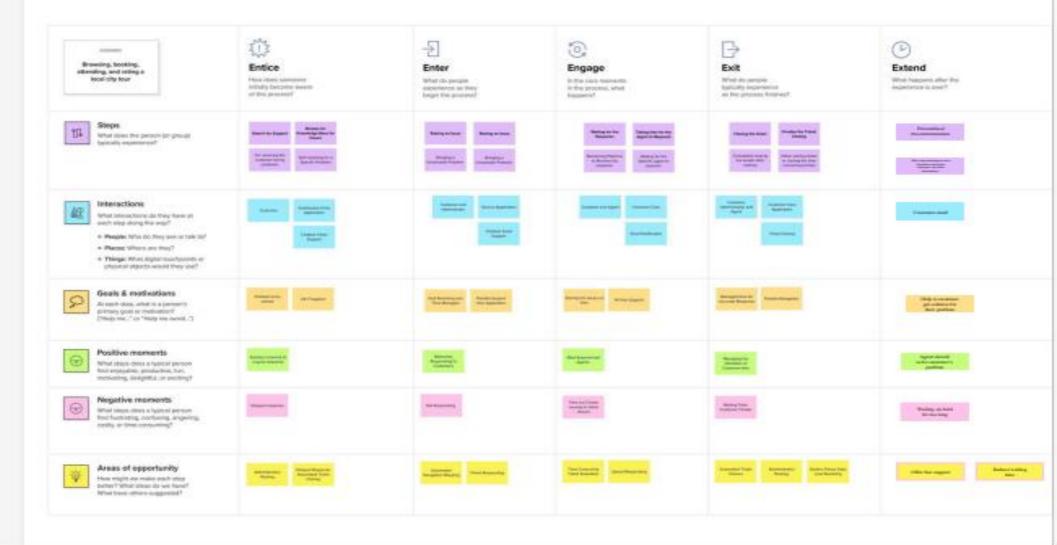
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Contracts perforantly set



## Document an existing experience

Narrow your focus to a specific scenario or process within an existing greatest or service. In the Steps one, document the step-by-step process someone systicity experiences, then add detail to each of the other rows.





## THANK YOU...