




# CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TM

Title:


Real-Time Communication System Powered by AI  
for Specially Abled

Research 

Evaluate 

Comparison 

Buying  
Decisions 

Customer  
Retention 

How are our potential clients finding us? Do they have any medium except our social media channels?

Why should the potential clients/prospects choose our application?

How do they know that our product is better than our competitors?

Are they satisfied in using our app?

How will the customers get support on their queries, regarding our application sign-up and usage?

## Goals

Find out a solution for all our clients

Evaluate and research, whether the solution is feasible or not

Decide if our app meets the customer needs

In case there issues reported, offer them the possible solutions to improve the application

have proper customer service options such as LiveChat when needed

Remove Watermark



Wondershare  
PDFelement

## PHYSICAL/DIGITAL TOUCHPOINTS

Website/  
Promotional  
Emails/  
Google Ads

Feature page/  
Testimonials

Easy account  
creation  
process

Seamless  
navigation across  
important  
features

FAQs/  
Help  
pages/  
Live chat