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| Project Name | Global Sales Data Analytics |

**CUSTOMER JOURNEY**

**A customer journey map is a visual representation of a customers experience with a company. It provides an understanding into the needs and concerns of potential customers which directly motivate or inhibit their actions. This information allows companies to boost customer experience leading to higher conversion rates and improved customer retention.**

**The customer journey is the process by which a customer interacts with a company in order to achieve a goal. From gaining awareness of a brand via social media to receiving an email after a successful transaction, there are usually many and varied steps in between. It is not something to assume or predict based on your internal perspective. A customer journey is very specific to the physical experiences your customers have.**

**Why is a journey map important?**

**The customer journey seems simple. Companies offer a product or service, and customers buy it. The journey is actually more complex than that. Salesforce reported that 80% of customers consider their experience with a company to be as important as its products. From the time a customer is introduced to a product to when they purchase it. They go through the buyers journey.**

**On this journey, customers might see ads, speak to a customer service representative, or attempt to check out. These are stops along the journey that affect their actions. Understanding the process and its consequences on customer interactions allows a business to plan and prepare to drive customers towards a sale.**

**However, simply understanding the customer journey isn’t enough. Its best to visualize this complicated journey into a diagram that you and other employees can refer to as a resource. This is where designing a customer journey map comes into play.**

**Whats included in a customer journey map? The Buying Process Emotions**

**User Actions**

**Pain Points**

**Solutions**

**1.Theying Process**

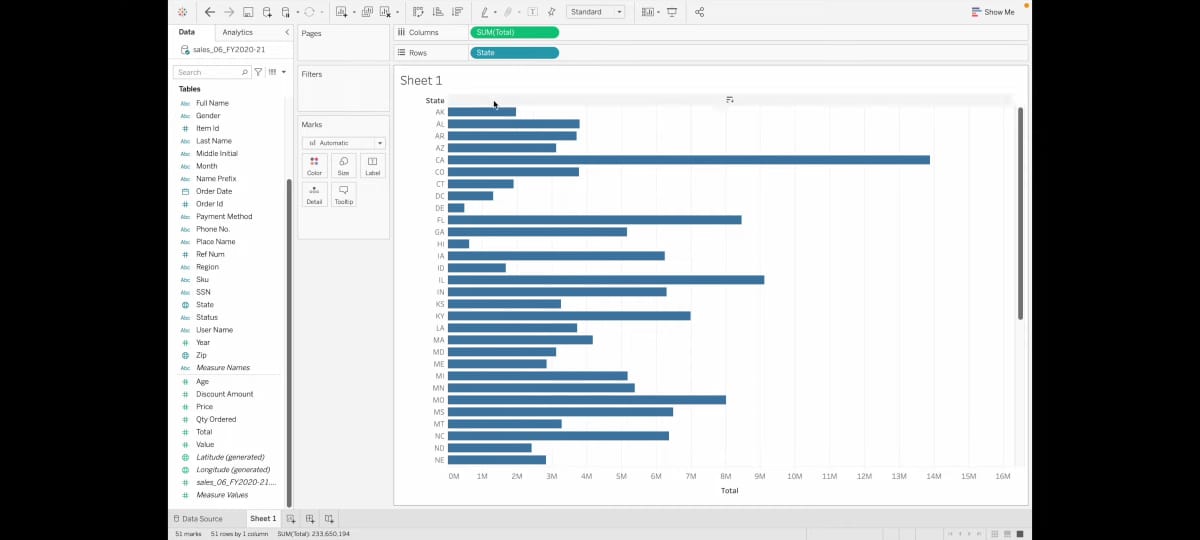
**A customer journey map includes significant milestones in the customer journey. Youll begin by drafting the path your business intends for a customer to take in order to reach a goal. Using the typical buying process stages, youll list each stage horizontally.**

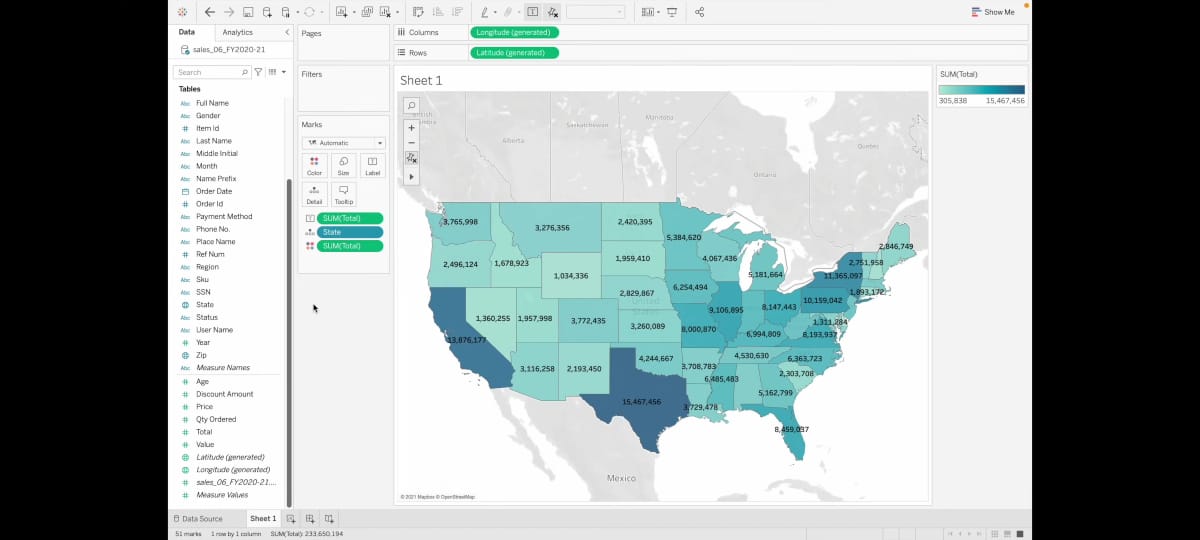
**2.Userions**

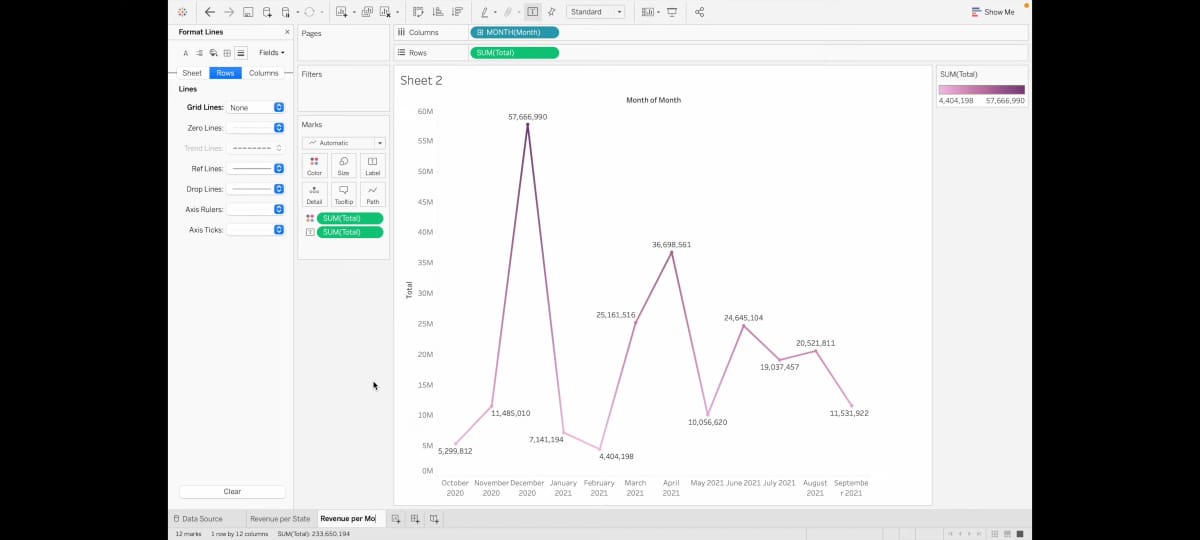
**This element of the customer journey map details what a customer does in each stage of the buying process. They might speak with friends and family about their needs and potential ways to fulfill those needs in the awareness stage. From there, they might take a demo on your website, and then finally. They’ll use cash or a debit card to make their purchase. This element explores the various ways your customers might achieve the goal.**

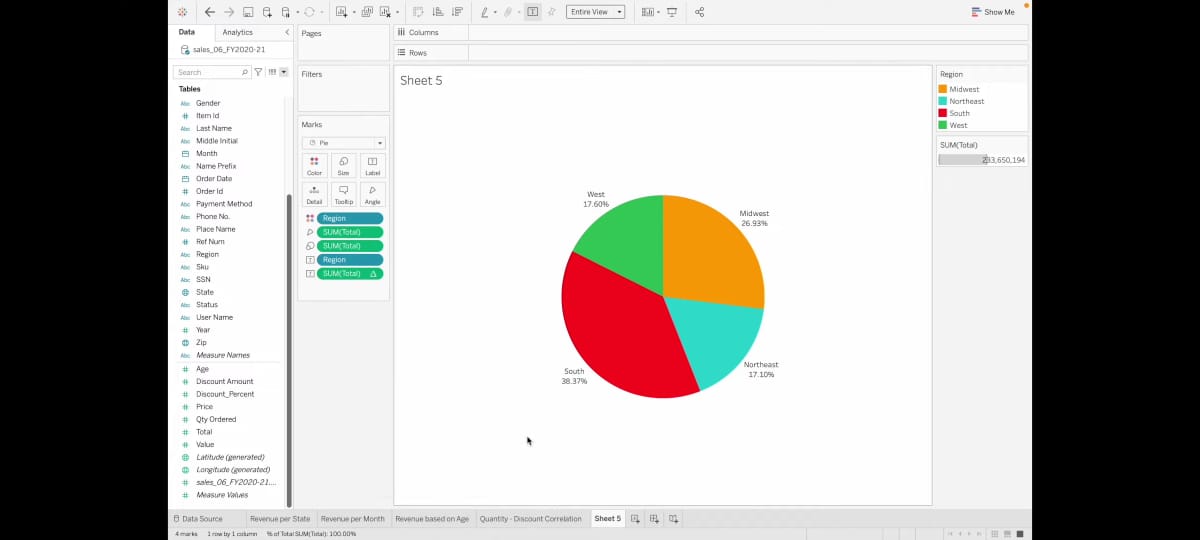
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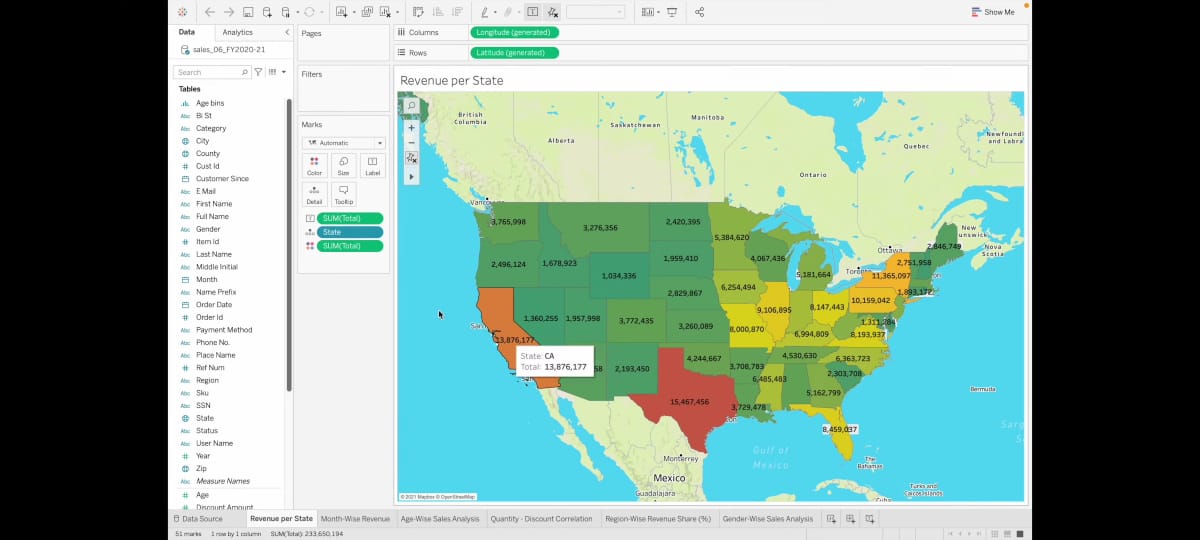
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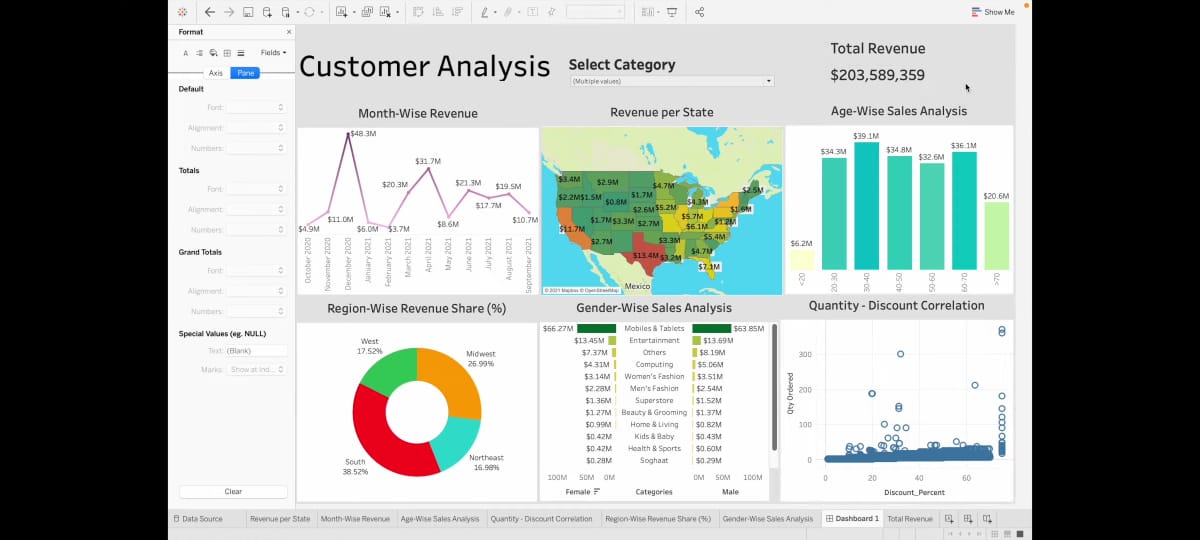
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