Customer Journey Map

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| Date | 09 October 2022 |
| Team ID | PNT2022TMID28686 |
| Project Name | Project - Emerging Methods for Early Detection of Forest Fires |
| Maximum Marks | 4 Marks |

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| STAGE | Awareness | Consideration | Decision | Service Loyalty | |
| CUSTOMER ACTIONS | View online ad, see social media campaign, hear about from friends | Conduct research, research competitors, compare features and pricing | Make a purchase | Receive product/service, contact customer service, read product/service documentation | Make another purchase, share experience |
| TOUCHPOINTS | Traditional media, social media, word of mouth | Word of mouth,  website, social media | Website, mobile app, phone | Phone, chatbot, email | Word of mouth, social  media, review sites |
| CUSTOMER EXPERIENCE | Interested,  hesitant | Curious, excited | Excited | Frustrated | Satisfied, excited |
| KPIS | Number of people reached | New website  visitors | Conversion rate, online sales | Product reviews, customer service success rate, waiting time | Retention rate, customer satisfaction score |
| BUSINESS  GOALS | Increase awareness, interest | Increase website visitors | Increase conversion rate, online sales | Increase customer service satisfaction, minimize wait time | Generate positive reviews, increase retention rate |
| TEAM(S) INVOLVED | Marketing, communications | Marketing,  Communications, sales | Online development,  sales, marketing, customer service | Customer service, customer success | Online development,  customer service, customer success |