Project Design/Phase – II

*Customer Journey*

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| **DATE** | 17 OCTOBER 2022 |
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| **TEAM NUMBER** | PNT2022MID28963 |
| **TEAM MEMBERS** | NIVETHA SRI K S  SNOWLINE BOMITA R  PRIYA G |
| **PROJECT NAME** | PROJECT – SMART SOLUTION FOR RAILWAYS |
| **MAXIMUM MARKS** | 2 MARKS |

**Customer Journey for railways safety :**

PNT2022TMID38325

*Identify andAddressCustomerPain Points*

*Monitor andFeedback*

*Come Back to theTable*

*Workshop*

*TargetTouchpointsandDevices*

*Create CustomerPersonas*

*Research andAnalytics*

# Research and Analytic:

First and foremost, when mapping the customer journey, simple tools for [web](https://count.ly/web-analytics?utm_source=countly-website&utm_medium=paa&utm_campaign=customer-journey-mapping&utm_content=web-analytics) and [mobile](https://count.ly/mobile-analytics?utm_source=countly-website&utm_medium=paa&utm_campaign=customer-journey-mapping&utm_content=mobile-analytics) analytics can performuser analytics to track user actions. A customer journey analytics solution such as a [product analytics](https://count.ly/product?utm_source=countly-website&utm_medium=paa&utm_campaign=customer-journey-mapping&utm_content=product) tool identifies roadblocks using user analytics.

# Create Customer Personas:

Any given organization will have several different customer personas who seek to get the most out of theirproducts and services. But this information on personas is gathered through different means, such as questionnaires, customer support team inputs, user analytics, social media, and more.

# Target Touchpoints and Devices:

Reiterating on the point we touched upon earlier, customer success depends on how well product vendorsunderstand their customers

# Workshop:

Now it is finally time to conduct a workshop to map the customer journey. In this workshop, the teams involvedi[n product](https://blog.count.ly/the-key-metrics-that-fintech-product-managers-cant-live-without-9d42e62ff8ca) management are encouraged to think from the customer’s point of view instead of a product view.

# Identify and Address Customer Pain Points:

Your first customer journey map will not come out looking clean. Your customers are not happy at many stages of the journey, and you will know that these stages are not leading to conversions.

# Monitor and Feedback:

Customer journeys do not end with a purchase. Existing customers are valuable assets to a company, and theiropinions matter in order to increase retention**.**

# Come Back to the Table

Customer journey mapping is not a singular exercise that can be pushed aside after a first stint. They are subjectto revisions and multiple iterations that make them permanent assets to businesses.