

TEAM ID: PNT2022TMID06911

Title:

Real-Time Communication System Powered by AI
for Specially Abled

CUSTOMER JOURNEY MAP



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 are
issues reported,
offer them the
possible solutions to
improve the
application

Make sure we
have proper
customer service
options such as
LiveChat
when needed

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