Customer Journey Map

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|  | **Identify Need** | **Evaluate** | **Research** | **Customer Acquisition** | **Customer Engagement** |
| **Buyer Action** | The customer evaluates and analyses on the product to estimate the returns from farming process after using the product. | It is helpful in understanding the food availability and the security of food. | Giving the customer a demo or trial access to the product. | Providing the customers free 3 months access and then charging automatically after the demo. | The crop yield can be measured by the customer after using the Smart farming method using IOT. |
| **Buyer Goal** | To get the meaningful solution and a effective one. | Determine if the solution will fulfil the need. | Check if the solution is worth the price point. | Use all the options available to solve the problem. | Proper Customer support regarding the technicalities as well the usability . |
| **Company Action** | The customer should get clear idea how the product solves their problems. | A solution itself can have problems and actions will be taken to solve that problems. | Customer is not satisfied by the price then action should be taken on it. | While payment problem occurs then we should help the customer regarding it. | Immediate actions must be taken if there is any inconvenience in the support system. |
| **Current Touchpoints** | Improving the Ads and also SEO in the google search, Linked-in, through news papers also. | Customer can learn about the offers, benefits, all the features through the FAQ, Webinars...etc. | Resources a customer can use to learn about the product through the demo. | Account creation and Payment process | Good and user-friendly KB articles should be provided.KB: Knowledge base. |
| **Learning and opportunities for Improvement** | Increase the SEO to create a good awareness | Focus on the Business. | Prepare relevant folder of service and company INFO for meetings taking place In-Person. | Service/Product installation should be handled with care and relevant instructions should be provided. | Give a meaningful First response and always provide help to the issues ASAP. |