

Project Design Phase-II
Customer Journey

Date	03 October 2022
Team ID	PNT2022TMID27129
Project Name	Smart Waste Management for Metropolitan Cities
Maximum Marks	4 Marks

Customer Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
STAGE	CUSTOMER ACTIONS	TOUCHPOINTS			
CUSTOMER	View online ad, see social media	Conduct research, research competitors, campaign, hear about from friends	Make a purchase	receive product/ service, contact customer service, Read product/ service documentation	Make another purchase, share experience
ACTIONS					
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile appt 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

