

Project Design Phase-II
Customer Journey

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| 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 | 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 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 |

