CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

**Team Details:**

Team No : PNT2022TMID05304

College Name : PSNA College of Engineering and Technology

Department : Electronics and Communication Engineering

**Team Members:**

* Rishikeshvar Ram V
* Rajkishore G
* Santhosh Kumar P
* Sasidaran G

PROJECT DESIGN PHASE –II CUSTOMER JOURNEY MAP

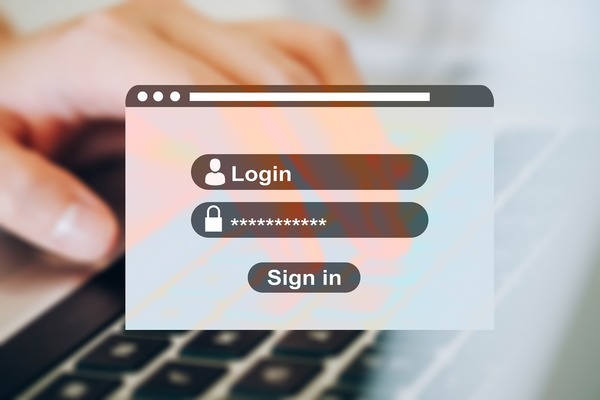
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| --- | --- |
| Date | 24/09/2022 |
| Team Id | PNT2022TMID05304 |
| Project Name | CUSTOMER CARE REGISTRY |
| Maximum Marks |  |

CUSTOMER JOURNEY MAP

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **STAGE** | **AWARENESS** | **CONSIDERATION** | **DECISION** | **SERVICE** | **LOYALTY** |
| Customer Activities | see social media campaign Hear about from friends | Conduct reach, compare features and pricing | Make a purchase | Contact customer service, Documentation, read product and service | Share the experience |
| Touchpoints | Social media, Traditional media , word of mouth | Social media, Websites | Website, Mobile app | Chat bot, Email notification | Social media, word of mouth Review sites |
| Customer Experience | Interested, Hesitant | Curious, Excited | Excited | Frustrated | Satisfied, Excited |
| Kpis | customer feedback | New website visitors | Conversional rate | Waiting time, customer service score | Customer satisfaction score |
| Responsible | Communications | Communications | Customer service | Customer service | Customer service, Customer success |

Customer journey map is have 5 main steps

STEP 1: USER STEP 2: LOGIN

STEP 3: ISSUE HAVE TO STEP 4:USER CAN TRACK THE REGISTER IN THE WEB PORTAL ISSUE IN THE WEB PORTAL

STEP 5: LOGOUT



