TEAM ID:	NM2023TMID04432	
PROJECT NAME:	AGRICULTURE DOCS	
	CHAIN	

DETERMINE THE REQUIREMENTS (CUSTOMER JOURNEY MAPS)

- Use customer journey map templates.
- . Set clear objectives for the map.
- Profile your personas and define their goals.
- Highlight your target customer personas.
- List out all touchpoints.
- Determine the resources you have and the ones you'll need.
- Take the customer journey yourself.



JUMPING JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- · Clear online information
- Ability to compare plan breakdowns
 Friendly and helpful customer support

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Review current plan 2. Define parameters for new plan "I wonder If I can pay less." "That offer see like a better of			8. Decides on a new plan and calls customer service to switch service "Well, I guess that was all worth IL."

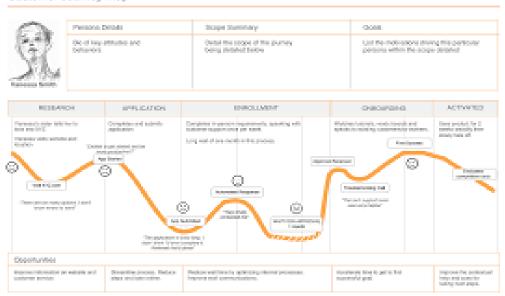
OPPORTUNITIES

- . Compare alternate companys' offers for her
- . Breakdown current plan into \$ amounts
- · Customer support via text messaging/chat

INTERNAL OWNERSHIP + METRICS

- . Cusomer Support Team: reduce average call time to 2 minutes
- . Web Team: add funtionality to allow Jamie to compare plans within our site
- . Marketing Team: track competing offers to create competitor database

Customer Journey Map.



- ✓ Have you ever thought that all the purchases we make involve a buying process before the time of the transaction.
- ✓ We call this process the customer journey, which encompasses all the phases a person/buyer persona goes through from the moment they identify their need until they acquire a product or service to satisfy it.
- ✓ This process can be as short as a few minutes in the case of low-cost products that we buy impulsively (food in a supermarket, for example).
- ✓ The <u>purchasing process</u> may also last for months or more than a year (for instance, when

acquiring a car or purchasing a customer experience management software).

✓ This article will cover the customer journey, its phases, and how we can define it in our customer experience strategy.