

Customer Journey Map

Inventory Management System For Retailers

This is the Journey of a

# Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

To understand stock levels and stocks location in warehouses

Streamline your inventory and have centralized control over your sales without hassles.

Automate your inventory handling with this cloud-based inventory management solution..

What do they struggle with most?

Inconsistent Tracking

Expanding Product Portfolios

Lack of Expertise & Poor Communication

What tasks do they have?

manage, track, and control your stock

Shipping Integration

Multi-Channel Selling

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>Helps companies identify which and how much stock to order at what time.</div> <div>Tracking inventory levels, orders, sales &amp; deliveries</div> <div>Ensure there's always enough stock to fulfill customer orders and proper warning of a shortage</div>	<div>Signup New Account</div> <div>Choose Plan</div> <div>Confirm Free-Trial</div>	<div>Watch Demo</div> <div>Explore Workspace</div> <div>Get help for Assistant</div> <div>Go through the Tutorial</div>	<div>Open Workspace</div> <div>Invite Others</div> <div>Load Workspace</div>
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	<div>Smooth fulfillment &amp; Having sufficient supply.</div> <div>Lack of training &amp; Lack of Real-Time Reporting &amp; Inadequate organization of your storage system</div>	<div>Reporting of the business activities</div> <div>Lack of centralization</div> <div>Automation &amp; Flexible</div>	<div>Increased customer satisfaction</div> <div>Lack of real-time reporting</div> <div>Get to know the fast-moving and high profitable inventories</div> <div>Inefficiency</div>	<div>Improved visibility and transparency</div> <div>No worries of understocking and overstocking of inventories</div> <div>Insights from reports help you in on-time business decisions</div>
Touchpoint What part of the service do they interact with?	<div>Customer Support</div>	<div>Email</div> <div>Signup</div> <div>Login</div>	<div>Chatbot</div> <div>Chat with Expert</div> <div>Workspace</div> <div>Call our Expert</div>	<div>24/7 Customer Support</div> <div>Sharing</div> <div>AI Assistant</div>
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	<div>🧐</div>	<div>😞</div>	<div>😞</div>	<div>🥳</div>
Backstage				
Opportunities What could we improve or introduce?	<div>Set minimum stock levels</div>	<div>Understand your supply chain</div>	<div>Move slow-moving and obsolete inventory out!</div>	<div>Minimize shrinkage</div>
Process ownership Who is in the lead on this?	<div>Iris</div>	<div>Sophia</div>	<div>Jadie</div>	<div>Iris</div>

What changes for them?

# Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Manage items, orders, packages

Integrate with shipping carriers

Streamline shipments

What can they finally avoid doing?

Lack of Real-Time Reporting

Absence of forecasting

Lack of training

What changed in my environment?

Management

A shift towards more automation during stock take procedures

Audit yourself