

Determine The Requirements (Customer Journey Maps)

In this activity, you are expected to create customer journey maps to understand the requirements of customer.

Awareness Stage:

Customer realizes the need for a property management solution.

Conducts online research to explore available options.

Comes across the property management application using Salesforce through online search or marketing efforts.

Consideration Stage:

Explores the features and functionalities of the Salesforce-based property management application.

Compares it with other similar applications to evaluate its benefits and advantages.

Reads reviews and seeks recommendations from peers or industry experts.

Decision Stage:

Customer decides to proceed with the Salesforce-based property management application.

Begins the onboarding process and initiates contact with the sales or support team.

Seeks clarification on pricing, customization options, and integration capabilities.

Onboarding Stage:

Receives guidance on setting up the application within their property management system.

Gets assistance with data migration, if applicable.

Receives training on using the various features and tools of the Salesforce application.

Usage Stage:

Actively utilizes the application to manage properties, tenants, leases, and maintenance requests.

Interacts with the customer support team for any technical issues or queries.

Provides feedback and suggestions for improvements based on their usage experience.

Renewal Stage:

Considers renewing the subscription or extending the usage of the application.

Evaluates the overall performance of the property management application and its impact on their business.

Engages with the sales team to discuss any upgrades or additional services.

Loyalty Stage:

Becomes a loyal advocate for the Salesforce-based property management application.

Provides testimonials and positive reviews to showcase the benefits of the application.

Refers the application to other businesses or industry peers looking for property management solutions.

By understanding the various stages of the customer journey, you can identify the key touchpoints and pain points that customers might encounter. This information can be used to improve the overall customer experience and tailor the property management application using Salesforce to meet the specific needs of the users.