### **Customer Journey Map**

**Stage 1 – Awareness**

* **Customer Action:** Car owner realizes a problem with their vehicle (e.g., unusual sound, dashboard warning).
* **Touchpoints:** Social media ads, Google search, referral from friends.
* **Customer Thoughts:** “Where can I find a trustworthy garage that can diagnose my issue quickly?”
* **Opportunities:** Highlight AI-powered quick diagnosis and transparent pricing on marketing platforms.

**Stage 2 – Consideration**

* **Customer Action:** Visits Garage Management AI website or walks into the garage.
* **Touchpoints:** Gradio web app, service desk, customer support chatbot.
* **Customer Thoughts:** “Will they be able to fix my car fast? How much will it cost?”
* **Opportunities:** Use AI assistant to instantly provide preliminary diagnosis, estimated repair cost, and service time.

**Stage 3 – Booking**

* **Customer Action:** Books a service slot via Gradio form or in person.
* **Touchpoints:** Online booking portal, phone, in-person reception.
* **Customer Thoughts:** “I hope they can accommodate my schedule.”
* **Opportunities:** AI booking system integrated with Salesforce calendar to avoid overlaps and send instant confirmations.

**Stage 4 – Service & Diagnosis**

* **Customer Action:** Vehicle is brought to the garage and checked.
* **Touchpoints:** Mechanic inspection, AI diagnostic suggestions.
* **Customer Thoughts:** “I hope they find the problem quickly and it’s not too expensive.”
* **Opportunities:** Use IBM Granite AI to assist mechanics in troubleshooting based on historical service data and symptoms.

**Stage 5 – Delivery & Payment**

* **Customer Action:** Picks up the vehicle after service completion.
* **Touchpoints:** Invoice, payment desk, mobile payment link.
* **Customer Thoughts:** “The service was smooth, and I got clear updates.”
* **Opportunities:** AI-generated service summary and recommendations for next maintenance visit.

**Stage 6 – Retention & Follow-up**

* **Customer Action:** Receives follow-up reminders and special offers.
* **Touchpoints:** Email, SMS, WhatsApp, Salesforce CRM automation.
* **Customer Thoughts:** “They care about my car even after the service.”
* **Opportunities:** Automated reminders for oil change, brake service, or inspection based on mileage and past service history.