The Customer Journey of Plastic surgery business

Channel/ Phase	Aware	Interest	Purchase	Post-Purchase	Re-Purchase
Facebook/Instagram	Saw a post of friend or celebrity doing plastic surgery and get more beautiful			Review of service results for get discount	
Google		Googled to find information. Found several reviews on the internet.			
Clinic		Waiting for the doctor is quite long and the cost is usually higher than what was stated.	Pay money and schedule surgery. It took a long time to wait for the doctor.	Surgery take place	
Line		Need to contact the clinic via inbox for expenses and make appointments.		Ask for first aid methods during the treatment of surgery.	Appreciate the service And receive a discount in the case of the next service
Image					

Fixing Customer Journey (Plastic Surgery business) with Data Analytics

Channel/ Phase	Aware	Interest	Purchase	Post-Purchase	Re-Purchase
Facebook/Instagram	😐 Saw a post of friend or celebrity doing plastic surgery and get more beautiful			☺ Review of service results for get discount	
Google		☺ Googled to find information. Found several reviews on the internet.			
Clinic		Queue reservation system ☹ Waiting for the doctor is quite long and the cost is usually higher than what was stated.	☺ Pay a deposit to reserve the queue. ☹ It took a long time to wait for the doctor.	☺ Surgery take place	
Line		☹ Need to contact the clinic via inbox for expenses and make appointments. Automatic reply system	Queue reservation system and recommendation time for appointment	☺ Ask for first aid methods during the treatment of surgery.	☺ Appreciate the service And receive a discount in the case of the next service
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