


## Air Conditioning Installation Company Customer Journey Map

Primary persona		<ul style="list-style-type: none"><li>• Male</li><li>• Married, no children</li><li>• Age - 35-45 years old.</li><li>• Place of residence - Moscow or Moscow region</li></ul>	<ul style="list-style-type: none"><li>• Average income (can afford an apartment of 35-40 meters and one air conditioner).</li></ul>	<ul style="list-style-type: none"><li>• Active internet user, looking for where it is more profitable to buy</li></ul>			
Stages of Journey	Awareness	Consideration	Decision	Purchase	Installation	Acceptance	Post-Experience
Goals	<ul style="list-style-type: none"><li>• Need for comfort - Cooling in summer or heating in spring-autumn.</li><li>• To a lesser extent, optional - dehumidification, ventilation, ionization.</li></ul>	<ul style="list-style-type: none"><li>• To find a reliable contractor</li><li>• To find a high-quality, but inexpensive air conditioner</li><li>• To get all the necessary options</li><li>• To find a reliable contractor</li><li>• To find a quality enough, but inexpensive air conditioner</li></ul>	<ul style="list-style-type: none"><li>• To choose the best option for an air conditioner (price, country, brand, options, design solution) and its installation</li></ul>	<ul style="list-style-type: none"><li>• To get guarantees of fulfillment of all agreement obligations</li><li>• To choose the optimal payment method</li></ul>	<ul style="list-style-type: none"><li>• Get high-quality installation</li></ul>	<ul style="list-style-type: none"><li>• Find all the problems when accepting an order</li><li>• Learn how to use the equipment</li></ul>	<ul style="list-style-type: none"><li>• Ensure reliable operation of the equipment throughout its entire service life (conclude an agreement for scheduled maintenance and service)</li></ul>
Points of contact	<ul style="list-style-type: none"><li>• Recommendation from a construction partner</li><li>• Designer</li><li>• Neighbors</li><li>• Word of mouth</li><li>• Regular customers</li><li>• Website, Yandex.Biznes, social networks (in the future)</li></ul>	<ul style="list-style-type: none"><li>• Phone</li><li>• Messengers (WhatsApp)</li><li>• Email</li><li>• Visit of an agent</li></ul>	<ul style="list-style-type: none"><li>• Phone</li><li>• Messengers (WhatsApp)</li><li>• Email</li></ul>	<ul style="list-style-type: none"><li>• Phone</li><li>• Messengers (WhatsApp)</li><li>• Email</li></ul>	<ul style="list-style-type: none"><li>• Phone</li><li>• Messengers (WhatsApp)</li><li>• Email</li><li>• Team of installers</li></ul>	<ul style="list-style-type: none"><li>• Phone</li><li>• Messengers (WhatsApp)</li><li>• Email</li><li>• Manager submitting work</li></ul>	<ul style="list-style-type: none"><li>• Phone</li><li>• Messengers (WhatsApp)</li><li>• Email</li></ul>
Thoughts and feelings of a client	<ul style="list-style-type: none"><li>• Doubt: Is it necessary or not?</li><li>• It's hot in the summer, you have to sleep with the windows open, and there are mosquitoes.</li><li>• It needs to be cheap and cheerful, otherwise it's a pity to waste money.</li><li>• I need a quieter air conditioner, otherwise I won't sleep at night.</li></ul>	<ul style="list-style-type: none"><li>• Is the company I am going to contact reliable?</li><li>• Does it provide sufficient quality?</li><li>• Should I buy an air conditioner with services or save money and buy equipment from someone else?</li><li>• The country of manufacture raises doubts – there may be fraud, low quality</li><li>• Why is the price for installation lower on Avito, maybe I should take a chance and order there, after all, not all of them are scammers?</li></ul>	<ul style="list-style-type: none"><li>• Which equipment should I buy - cheaper, since I don't have any extra money, or more expensive, so I don't save and solve this problem once and for all?</li><li>• Will the cheap equipment be reliable, or will it cost me more?</li><li>• What additional features does the air conditioner have and do I need them?</li><li>• How to choose: are there too few or too many options?</li><li>• Maybe I should buy an air conditioner on Yandex.Market, it's cheaper there?</li></ul>	<ul style="list-style-type: none"><li>• Will I be deceived?</li><li>• Do I need a contract?</li><li>• Is the payment method reliable?</li><li>• How can I save money when paying?</li></ul>	<ul style="list-style-type: none"><li>• Will they do the work well?</li><li>• Will they do everything correctly, according to technology?</li><li>• Will they damage anything in the apartment?</li><li>• They need to clean everything, vacuum it and not leave marks on the windowsills</li><li>• They don't look very good, shorts and slippers: it would be better if they were neat and in uniform</li></ul>	<ul style="list-style-type: none"><li>• How will I control it, I don't know anything?</li><li>• Will they teach me how to use the equipment?</li></ul>	<ul style="list-style-type: none"><li>• Is it worth servicing the air conditioner, can I do without it?</li><li>• How often can it be serviced? • Which of these can I do myself?</li></ul>
Customer pain points	<ul style="list-style-type: none"><li>• Doesn't understand the benefits of having an air conditioner</li><li>• No previous experience of using your own air conditioner</li><li>• Difficult to choose a cheap and good air conditioner, cheap ones have many disadvantages</li></ul>	<ul style="list-style-type: none"><li>• Unreliable companies</li><li>• Fraudulent sales – imposition of services or equipment</li><li>• Poor quality equipment</li></ul>	<ul style="list-style-type: none"><li>• A small selection - Chinese product, Japanese or Swiss, as well as IZH - Kalashnikov based on GRI</li><li>• Suboptimal offer, from which it is difficult to choose</li><li>• Yandex.Market price is low, there is a temptation to order there</li></ul>	<ul style="list-style-type: none"><li>• Unreliable payment methods are also the most economical</li></ul>	<ul style="list-style-type: none"><li>• Avito has a lower price for installation, but quality is not guaranteed</li></ul>	<ul style="list-style-type: none"><li>• There are hidden defects, failure to fulfill obligations</li><li>• They don't explain anything, don't teach how to handle the equipment</li></ul>	<ul style="list-style-type: none"><li>• Hidden installation defects emerge</li><li>• Poor quality equipment</li><li>• Equipment selected incorrectly, performance indicators are not met, customer's problem is not resolved</li><li>• Smell from the air conditioner</li><li>• Noise during operation</li><li>• Condensation</li><li>• Dust, dirt</li></ul>
Client actions	<ul style="list-style-type: none"><li>• Search for options on the Internet or by word of mouth</li><li>• Consideration of the option proposed by the developer</li><li>• Call or message the company, discuss the task</li></ul>	<ul style="list-style-type: none"><li>• Considering the company's offer</li><li>• Searching for cheaper equipment options on the Internet</li><li>• Comparing prices and options</li></ul>	<ul style="list-style-type: none"><li>• Selection of options and approval</li></ul>	<ul style="list-style-type: none"><li>• Signing the contract and payment</li></ul>	<ul style="list-style-type: none"><li>• Provision of premises, waiting</li></ul>	<ul style="list-style-type: none"><li>• Work control</li><li>• Acceptance • Receiving instructions</li><li>• Training in handling equipment</li><li>• Signing the certificate of completion of work</li></ul>	<ul style="list-style-type: none"><li>• Consideration of warranty service options</li><li>• Conclusion of a service agreement</li></ul>
Company actions	<ul style="list-style-type: none"><li>• Call the client after the request to discuss the task (later in a messenger)</li></ul>	<ul style="list-style-type: none"><li>• Measurements in the room, if there is no design project</li><li>• Calculation according to the finished design project, with the air conditioner already specified, remotely</li><li>• Preparation of the commercial proposal in PDF: work, materials (5-7 air conditioner options, options)</li><li>• Consulting the client</li></ul>	<ul style="list-style-type: none"><li>• Consulting, agreement on the best option</li><li>• Adjustment of the commercial proposal</li><li>• Preparation of the contract</li></ul>	<ul style="list-style-type: none"><li>• An invoice is issued or other payment options are offered</li><li>• An offer agreement and an additional agreement are provided upon agreement, with the passport details of the participants</li></ul>	<ul style="list-style-type: none"><li>• Assigning a team of installers</li><li>• Carrying out work on site</li><li>• Search for contractors, if necessary (including Avito - tinsmiths and other suppliers)</li></ul>	<ul style="list-style-type: none"><li>• Monitoring installation and operation of equipment</li><li>• Performance testing</li><li>• Client instruction</li><li>• Training in handling equipment</li><li>• Signing of the certificate of completion of work</li></ul>	<ul style="list-style-type: none"><li>• Offering warranty service options</li><li>• Drawing up a contract</li><li>• Coordinating a service schedule</li><li>• Sending out reminders</li><li>• Carrying out service and warranty repairs</li></ul>
Ideas for website and business	<ul style="list-style-type: none"><li>• Posting information about services and equipment on the website</li><li>• Prices for equipment and services</li><li>• Possibility to send a request</li><li>• Articles about the need and capabilities of air conditioners and other equipment</li><li>• Displaying the company's advantages over competitors on the website (prices, team, etc.)</li><li>• Confirmation of advantages (portfolio, reviews, etc.)</li><li>• Justification of prices and equipment line</li><li>• Calculator for independent approximate calculation (or automated application generation)</li></ul>	<ul style="list-style-type: none"><li>• Commercial proposal and agreement in the Personal Account (PA) on the website</li></ul>	<ul style="list-style-type: none"><li>• Possibility to show equipment options with options on the website</li><li>• Ready-made, price and quality optimized, standard options for service and equipment packages</li></ul>	<ul style="list-style-type: none"><li>• Electronic signing of the contract</li><li>• Possibility of payment on the website in the Personal Account</li></ul>	<ul style="list-style-type: none"><li>• Work progress statuses in the Personal Account</li><li>• Photos of the object (report) in the Personal Account</li></ul>	<ul style="list-style-type: none"><li>• Electronic signing of the Acceptance Certificate</li></ul>	<ul style="list-style-type: none"><li>• Work schedule in the personal account</li><li>• Reminder to the client in the personal account, by email, SMS</li></ul>