Customer Journey Map for Leakage Detection System

Awareness

- Educational campaigns about pipeline safety.
- Social media ads targeting oil and gas sectors.
- Industry conferences showcasing technology benefits.
- Press releases on environmental safety advancements.

Implementation

- Comprehensive training sessions for staff.
- Initial setup and integration by technical team.
- Real-time testing of sensors and app functionality.
- Ensure user accounts are configured correctly.

Loyalty

- Regular follow-ups and feedback surveys.
- Incentives for referrals and testimonials.
- Updates on new features and enhancements.
- Exclusive webinars on best

Consideration

- Compare various leakage detection systems.
- Gather testimonials from existing users.
- Evaluate integration capabilities with current systems.
- Analyze costs against potential

Usage

- Regular monitoring of pipelines via the app.
- Immediate alerts during detected leakages.
- User-friendly interface for accessing history and reports.
- Continuous feedback channels for users to report issues.

Advocacy

- Encourage case studies showcasing successful implementations.
- Facilitate user participation in industry forums.
- Share user success stories in newsletters and blogs.

Purchase

- User-friendly website for easy ordering.
- Transparent pricing models presented.
- Technical support available during the buying process.
- Immediate post-purchase confirmation and follow-up.

Support

- Dedicated customer support through chat and phone.
- Regular software updates and improvements.
- User community forum for sharing best practices.
- Emergency response strategies for detected leakages.

Continuous Improvement

- Regularly evaluate system performance metrics.
- Gather user feedback for system enhancements.
- Conduct training refresh sessions for users.
- Adapt to new regulations and