CUSTOMER JOURNEY MAP

	Awareness	Consideration	Decision	Onboarding	Usage	Support	Feedback and Advocacy
Opportunities	 Create informative content that highlights safety compliance benefits and features of the app. Leverage testimonials from industry peers. 	 Provide clear, detailed descriptions of features and benefits. Offer free trials or demo versions for firsthand experience. 	 Simplify pricing structures and clearly communicate value propositions. Showcase case studies demonstrating successful implementation. 	 Provide step-by-step onboarding processes with visual aids. Offer dedicated account managers or support teams during the initial phase. 	 Regular updates to improve app performance and user experience. Customize notification settings to reduce overload. 	 Enhance the help center with searchable FAQs and video tutorials. Implement a ticketing system to manage support requests efficiently. 	 Actively reach out for feedback and show appreciation for user input. Create a referral program to incentivize word-of-mouth marketing.
Touchpoints	 Online advertisements Industry conferences Word of mouth 	 Website landing page App store listings Product demos and webinars 	 Pricing page Customer reviews and case studies Support interactions 	 Welcome emails In-app tutorials and guides Customer support 	 Mobile application interface Notifications and alerts Analytics dashboard 	 Help center Live chat or phone support Community forums 	 Surveys and feedback forms Social media channels Referral programs
Pain points	 Overwhelmed by multiple safety regulations and compliance standards. Difficulty in finding reliable solutions. 	 Uncertainty about the app's effectiveness and usability. Concerns about integration with existing systems. 	 Complicated pricing models or unclear ROI. Fear of commitment without sufficient evidence of success. 	 Confusion during setup and initial use. Lack of personalized support. 	 Technical issues or bugs affecting usability. Information overload from notifications. 	 Difficulty finding answers to specific questions. Long wait times for support responses. 	 Lack of follow-up after providing feedback. Limited opportunities to share experiences.

BATCH #4

NAME ENROLLMENT NUMBER

1.PARASA TEJA ENOSH
2.GADIPALLY KOWSHIK REDDY
2.VASANATHAPU VIJITH KUMAR
3.VASANATHAPU VIJITH KUMAR
4.VASANATHAPU VIJITH KUMAR
4.VASANATHAPU VIJITH KUMAR