

HOMEWORK 04















Customer Journey

BADS7105 – CRM Analytics and Intelligence

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Buy a new running shoes

Channel	Aware	Interest	Purchase	Re-Purchase
Website		Find more product details and reviewing 	Difficult for making decision due to hesitate about size 	
Google		Find more product details and reviewing 		
Facebook	See product post from favorite actor using 	<ul style="list-style-type: none"> • Ask more detail • Get a discount from like and share page • Save post once interesting 	<ul style="list-style-type: none"> • Difficult for making decision due to hesitate about size • Save post but not buying 	
Instagram	See product post from favorite actor using 	<ul style="list-style-type: none"> • Ask more detail • Save post once interesting 	Save post but not buying 	
Call center			Complain product and service 	
Store		Test a product/size/color and compare to other model 	Run out of my shoes size 	
Email	Send update of new product 			Send discount coupon for the next purchase 

HOMEWORK 04 – Customer Journey

Fixing by data analytics

Buy a new running shoes

Channel	Aware	Interest	Purchase	Re-Purchase
Website		Find more product details and reviewing 😐	Difficult for making decision due to hesitate about size 😞	Product Recommendation
Google		Find more product details and reviewing 😐		
Facebook	See product post from favorite actor using 😊	<ul style="list-style-type: none">Ask more detailGet a discount from like and share pageSave post once interesting 😊	<ul style="list-style-type: none">Difficult for making decision due to hesitate about sizeSave post but not buying 😞	
Instagram	See product post from favorite actor using 😊	<ul style="list-style-type: none">Ask more detailSave post once interesting 😊	Save post but not buying 😞	Conversion Analysis Churn Model
Call center			Complain product and service 😞	Content Analysis
Store		Test a product/size/color and compare to other model 😊	Run out of my shoes size 😞	Stock Optimization
Email	Send update of new product 😊			Send discount coupon for the next purchase 😊