Customer Journey Map

Title: Mapping the Customer Experience in a Jewelry Business

Purpose:
To visualize and understand the customer's interactions with the jewelry store at different stages, helping design a Salesforce system that enhances every touchpoint.

Stage	Customer Actions	Pain Points	Opportunities
Awareness	Hears about the store through word of mouth	No digital footprint or search visibility	Use Salesforce Experience Cloud for customer portals or landing pages
Consideration	Visits store to inquire about jewelry	No clear display of product availability or prices	Present catalog and stock levels via Salesforce UI
Purchase	Places an order for a gold/silver ornament	Manual entry slows down transaction	Quick Salesforce form with auto-calculation and validation
Post-Sale	Waits for delivery or in-store pickup	No proactive communication or delivery timeline visibility	Trigger email/SMS from Salesforce Flow for order updates
Retention	Returns later for another purchase or repair	No historical records or personalized suggestions	Use reports to identify buying behavior and upsell/loyalty programs

Conclusion:
Understanding the journey enables us to design Salesforce components (like objects, layouts, and flows) that serve the customer efficiently while empowering business users.