

BORCELLE STUDIO

The customer journey

The client/customer journey is the process through which a potential customer becomes aware of, engages with, and interacts with a business or its products/services. The journey can vary for each customer, and businesses strive to provide a positive and seamless experience at each step to attract and retain customers.



AWARENESS

Customer Actions: Metro rail authorities become aware of the need for a structural health monitoring (SHM) system due to ongoing maintenance issues and potential safety concerns.



CONSIDERATION

- Customer Actions: Researching different SHM solutions, comparing features, costs, and benefits
- Touchpoints: Company websites, case studies, product demos.



DECISION

- Customer Actions: Selecting a provider and initiating contact for further details .
- Touchpoints: Meetings with sales representatives, detailed proposals, pilot project discussions.



IMPLEMENTATION

- Customer Actions: Installing IoT sensors, integrating the data processing unit, setting up the dashboard interface
- Touchpoints: On-site support, installation teams, training sessions, technical support.



USAGE

- Customer Actions: Regularly monitoring the SHM dashboard, analyzing data, maintenance actions.
- Touchpoints: User-friendly dashboard, real-time alerts, ongoing technical support.