






Homework 04

Customer Journey

BADS7105 – CRM Analytics and Intelligence
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Buy online ingredients for baking cake

	Awareness	Information Search	Evaluation	Commitment	Support
Activities	Want to buy ingredients for baking cake to sell	Search products keywords on search engine and online platform	Open a product page to check details and compare info to many stores	<ul style="list-style-type: none"> - Select store and quantity - Process to pay a preferred product 	After-sale support and other recommendation
Feeling					
Point of Delight	more convenient to buy online ingredients	Happy to see many options	Surprise to see lot of discounts		Free delivery fee and discount for the next order
Point of Pain	Can see only picture. Not sure for the quality	<ul style="list-style-type: none"> - Unclear information. - Take time to contact store for more details - Annoy useless info. 	<ul style="list-style-type: none"> - Need to open several website to compare - Frustrated about reviews from other customers 	<ul style="list-style-type: none"> - Poor stock available - No preferred payment options and taking long time 	Difficult to online contact after buying
Fixing by Data Analytics			<ul style="list-style-type: none"> - Product recommendation - Cross-selling and up-selling analysis 	<ul style="list-style-type: none"> - Conversion Analysis - Stock optimization 	<ul style="list-style-type: none"> - Customer segmentation and marketing campaign - Churn Model



THANK YOU