

# CASE STUDY

## -Customer Journey Mapping

www.qdegrees.com

### PROJECT OUTLINE:

One of our existing clients, wanted to analyze the market and perform customer journey mapping in order to capture their customer base experience at all stages (Awareness to Renewal). In addition to that finding, they also wanted to know the customer expectations and opportunity areas.

### PROBLEM STATEMENT:

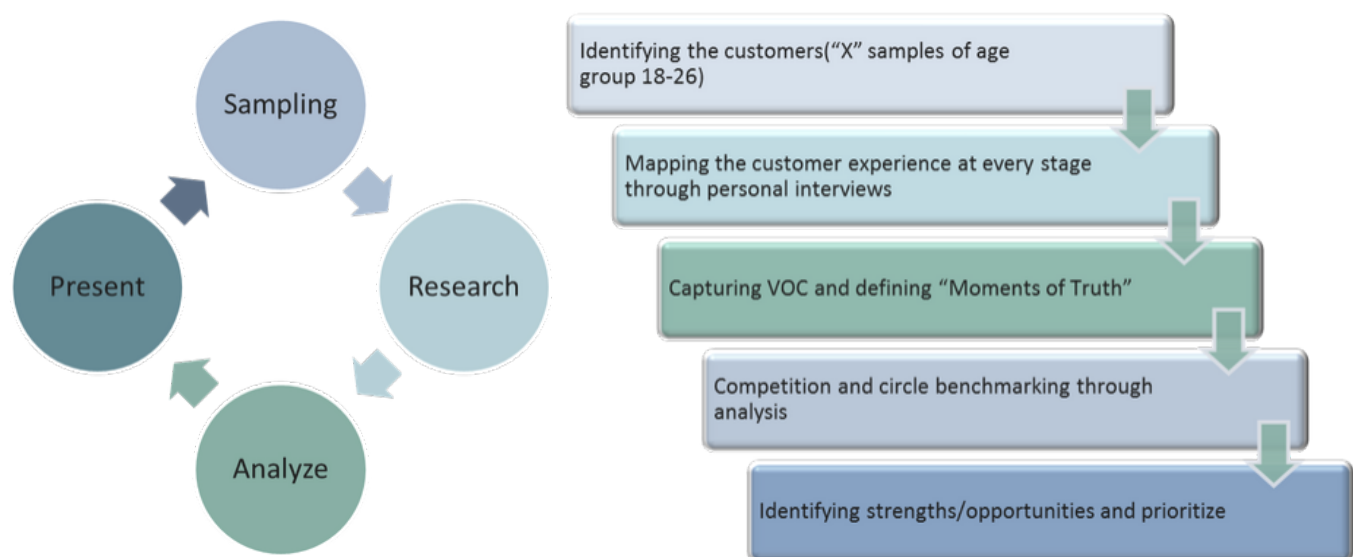
Understanding of key factors for choosing us as a preferred operator by students (Age group 18-26 years) and their experience at various life stages.

### INDUSTRY STUDY:

The journey of customer was also captured for competitors to gain some insights by knowing their customer's voice and their expectation.

### EVALUATION FRAMEWORK & WORKFLOW:

- Capture customer lifecycle journey through qualitative personal interviews
- The wave consisted of 400 customer interviews divided in 4 locations (City)
- "X" sample consisted of 60% client's customers and 40% customers from top 3 competitors



### KEY STAGES & FINDINGS:

<p><b>Awareness</b></p> <p>6% awareness through <b>social media</b></p>	<p><b>Consideration</b></p> <p>2% considered <b>services</b> for purchase</p>	<p><b>Usage</b></p> <p>23% people facing <b>balance deduction</b> issue</p>	<p><b>Communication</b></p> <p>33% people getting <b>irrelevant communication</b></p>	<p><b>Contingencies</b></p> <p>36% of the issues are <b>unresolved</b></p>
---	---	---	---	--

### FINAL OUTCOME:

1. Reliance on word of mouth is high for purchase decision for students
2. Canopy and retailer are preferred for purchase over brand store due to choice of numbers and better offers
3. Very high instances of balance deduction which is a turn off
4. Relevance of promotional calls and messages is low and frequency is high
5. First time resolution is high