

Customer journey touchpoints

	1. AWARENESS	2. EXPLORE & CONSIDER	3. MOMENT OF SALE	4. LOYALTY
CUSTOMER NEEDS				
TOUCHPOINTS	<p>Witnessing Media influence TV Bollywood Social media Virals YouTube Street impression Iconic products Word of mouth Trips outside India Guerilla marketing Peer influence</p> <p>Becoming inspired Friends Prefer product to other products</p>	<p>Researching Reviews Blogs Media influence TV Bollywood Social media Virals YouTube Forums Company website Brochure/brand book</p> <p>Arriving and browsing Showroom/store Location Presentation Sound branding Service Salesperson/employees</p> <p>Learning and experimenting Showroom Showroom/store Salesperson/employees Product</p>	<p>Purchasing Showroom/store Salesperson/employees Product Price Financial service Keys Manual</p>	<p>Using Product After-sales Phone service Warranty</p> <p>Reflecting and replacing Product experience Client contact Replacement offer</p> <p>Sharing Social media Social network Word of mouth Blog Forums Potential new customer</p>
COMPETITIVE RESPONSE				
OUR RESPONSE				