

Digital Customer Journey Mapping for a Leading Technology Products Firm



Client

Leading technology products firm

Industry

Information Technology

Business Impact

- Mapped end to end journey of laptop buyers to gain better consumer understanding
- Identified top evaluation factors for the brand to use in marketing communication, in order to attract laptop buyers
- Promotion through influencers and contests helps increase brand awareness while launching new products, especially where freebies are on offer

Business Challenges

A leading technology products firm wished to map end to end, the digital customer journey for laptops in the US, while also identifying customer interactions through the purchase funnel

Approach

- As part of understanding the digital consumer journey, Course5 identified three touchpoints:
 - Triggers and Evaluation (Pre-Purchase / Stimulus)
 - Point of Purchase and Buy (Purchase / First Moment of Truth)
 - Fulfilment, Feedback and Return (Post-purchase / Second Moment of Truth)
- Each touchpoint was further broken down into various customer interaction parameters and detailed social intelligence framework built around them, to analyse the digital mentions across different stages of the journey, and to derive actionable insights

- Data from various social networking sites and collaboration platforms, including blogs, forums & review websites, was gathered, to conduct in-depth analysis and map the end to end digital customer journey
- An NLP algorithm was run on the identified conversations in each of the three touchpoints to understand the sentiment associated with the expressions and the extremities of those expressions, in terms of their being highly negative, negative, neutral, positive or highly positive

Outcome

- Laptop designs, processors and ergonomics are key factors on which users evaluate laptops
- Finding online/offline deals, convenience of shopping (delivery, payments, availability, etc.) are key delights during decision making
- Post purchase satisfaction with the product (performing as expected), service (tech support, fast delivery, easy returns, etc.) can increase audience involvement with the brand (trust and loyalty)

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.