

Digital Customer Journey Mapping for a Leading Technology Products Firm

CLIENT

Leading technology products firm

THERAPY AREA

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, C5i 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 US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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