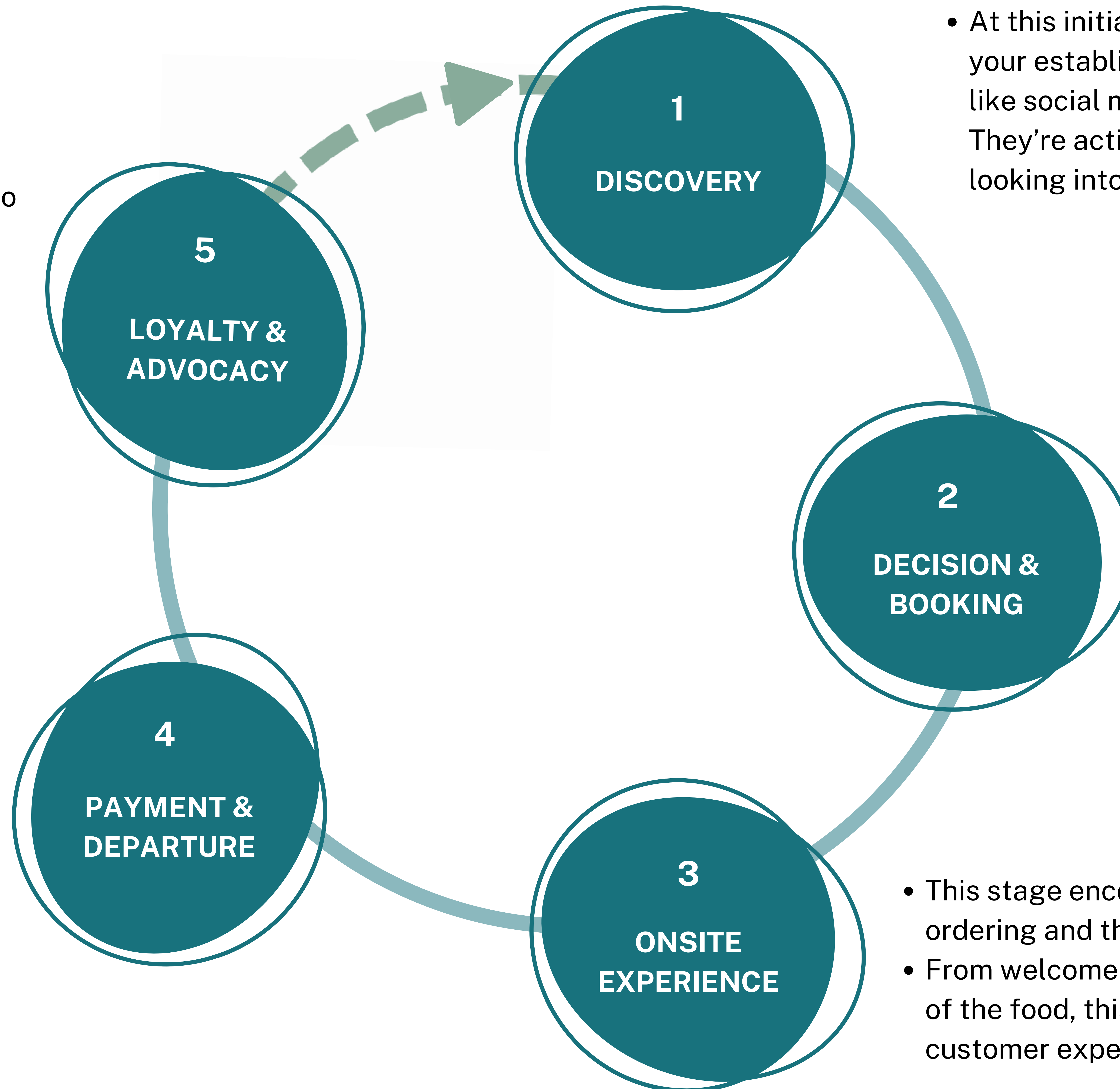


# What Happens At Each Customer Journey Stage?

- This final stage aims to turn satisfied customers into loyal advocates and encourage them to promote their establishments to others .
- Establishments use loyalty programmes, personalised recommendations and social media engagement, to retain the customer.



- At this initial stage, customers find out about your establishment through various channels like social media, word of mouth, or reviews. They're actively weighing their options and looking into what you offer.

- In this phase, customers decide to dine at your place and may make a reservation, or simply walk in.
- The booking process, whether online or via a phone call, can leave a lasting impression.

- This stage involves settling the bill and leaving the establishment.
- The experience should be smooth and trouble-free.

- This stage encompasses arrival, seating, ordering and the dining experience.
- From welcome at the door to the quality of the food, this stage shapes the overall customer experience.

# Customer Journey Map

Customer Persona:

Who are our customers? What is their demographics, preferences, behaviours, and goals (e.g. Young professionals, aged 25-35, who value quality over price.)

DISCOVERY	DECISION & BOOKING	ON-SITE EXPERIENCE	PAYMENT & DEPARTURE	LOYALTY & ADVOCACY
<p><u>Touchpoints:</u> Where do our potential customer first learn about cafe/restaurant (e.g. online reviews, social media, etc.)</p>	<p><u>Touchpoints:</u> What methods do the customer use to make a reservation (e.g. our website, third-party booking sites, phone, etc)?</p>	<p><u>Touchpoints:</u> How would the customer interact with us (e.g. through frontline staff interaction, menu presentation, etc)?</p>	<p><u>Touchpoints:</u> What are the methods of payment, the billing process, and departure gestures?</p>	<p><u>Touchpoints:</u> Highlight post-visit engagements like loyalty programmes, feedback forms, or newsletters.</p>
<p><u>Customer Actions:</u>  What actions might our customer take to find out more about us (e.g. reading reviews, browsing your menu online, etc)?</p>	<p><u>Customer Actions:</u>  What actions might our customer take before deciding to make a booking (e.g. comparing prices or reviewing seating options, etc)?</p>	<p><u>Customer Actions:</u>  What activities/ interactions would the customer undertake (e.g. ordering food, requesting service or engaging with the ambiance, such as taking photos, etc)?</p>	<p><u>Customer Actions:</u>  What steps do the customer take at this stage (e.g. like requesting the bill, reviewing it, making the payment, etc)?</p>	<p><u>Customer Actions:</u>  What activities would the customer take to continue to engage with us (e.g. signing up for a loyalty programme, engaging on social media, etc)?</p>
<p><u>Emotions:</u> Use the emoticon to indicate how the customer might feel during this phase, such as curiosity or excitement.</p>	<p><u>Emotions:</u> Indicate feelings such as anticipation or potential anxiety about booking availability.</p>	<p><u>Emotions:</u> Use the emoticons to illustrate emotions like satisfaction, enjoyment, or potential impatience.</p>	<p><u>Emotions:</u> Indicate feelings of satisfaction with the meal, possible surprise or disappointment with the bill, or gratitude for the experience.</p>	<p><u>Emotions:</u> Use the emoticons to convey feelings of being valued, a sense of belonging, or possibly neglect if there's no post-visit engagement.</p>
<p><u>Pain Points:</u>  What potential challenges/ frustrations might the customer encounter (e.g. finding limited information online, not understanding the brand essence, etc)?</p>	<p><u>Pain Points:</u>  What issues might the customer face (e.g. complex booking system, lack of immediate booking confirmation)?</p>	<p><u>Pain Points:</u>  What frustrations might they encounter (e.g. long wait times, incorrect orders, or unpleasant interactions, etc)?</p>	<p><u>Pain Points:</u>  What frustrations might they encounter (e.g. hidden charges, limited payment methods, slow payment processes, etc)?</p>	<p><u>Pain Points:</u>  What potential concerns might they have (e.g. lack of recognition for loyalty, no follow-up from the cafe/restaurant, etc)?</p>
<p><u>Solutions:</u>  What solutions will address the pain points (e.g. improving online presence, offering special deals for first-time visitors, etc)?</p>	<p><u>Solutions:</u>  What improvements can we make (e.g. simplify the booking process, integrate a user-friendly interface, etc)?</p>	<p><u>Solutions:</u>  What solutions will address the pain points (e.g. training staff for better customer service, enhancing the ambiance, introducing a digital ordering system, etc)?</p>	<p><u>Solutions:</u>  What solutions will address the pain points (e.g. transparent billing, diverse payment options, prompt service during checkout, etc)?</p>	<p><u>Solutions:</u>  What solutions can we implement (e.g. robust loyalty programmes, regular customer engagement, special deals for returning customers, etc)?</p>