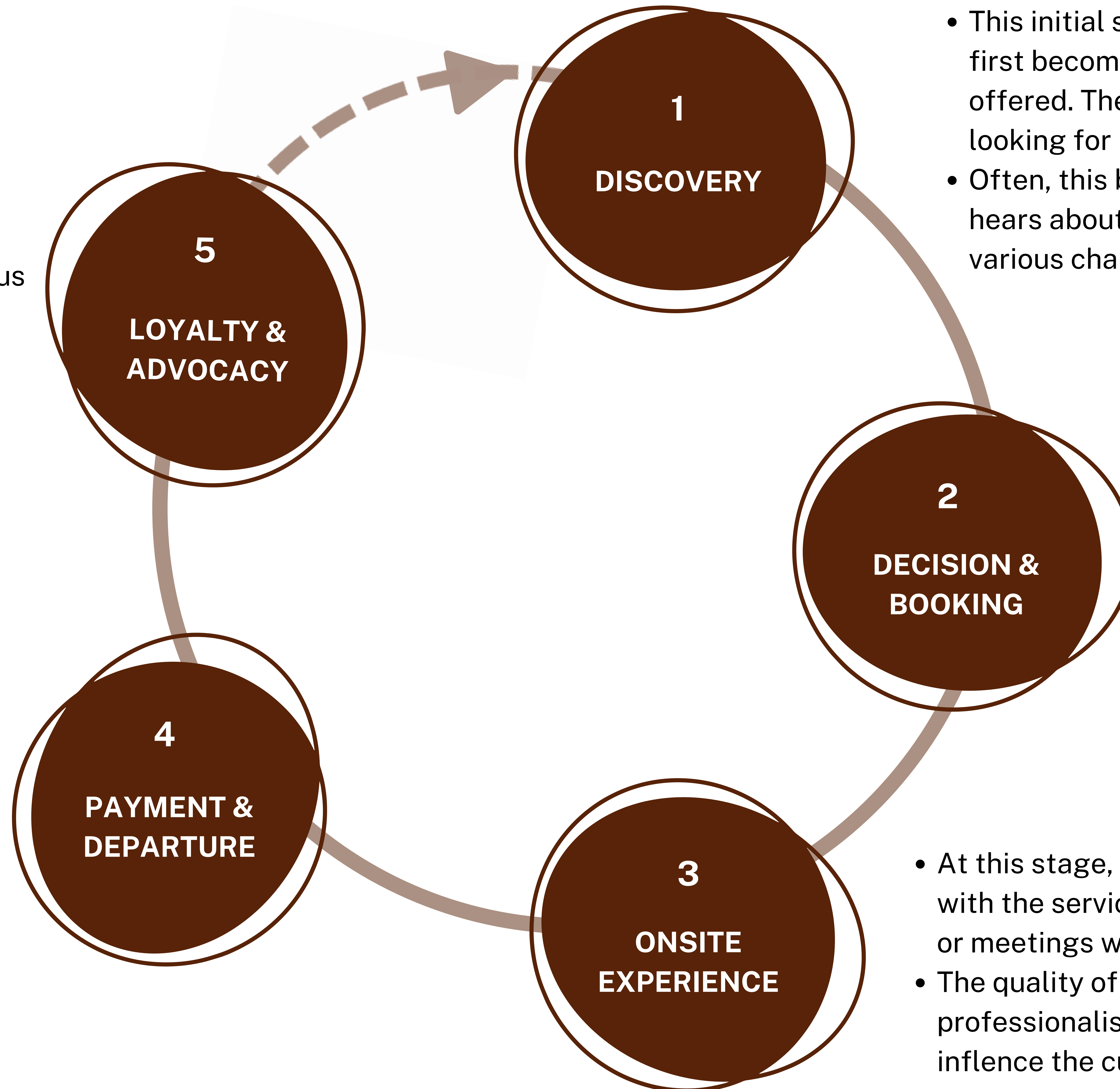


What Happens At Each Customer Journey Stage?

- The post-purchase experience is vital in cultivating customer loyalty and advocacy, e.g. involving follow-up communications, providing various support.



- This initial stage is where potential customers first become aware of the real estate service offered. They are gathering information and looking for properties that fit their needs
- Often, this begins with a property listing, or hears about the real estate agent through various channels.

- At this stage, customers have gathered enough information and are considering their options.
- This is a critical phase where agents must provide exceptional service to convert interest into commitment.

- At this stage, customers physically interact with the service, e.g. through property viewings or meetings with the agent.
- The quality of the property, and the professionalism and knowledge of the agent influence the customer's decision.

- Once the customer makes the decision to purchase, the focus shifts to the administrative and financial processes of securing the property.
- Aim for clear communication, transparency, and a straightforward process.

Customer Journey Map

Customer Persona:

Who are our customers? What is their demographics, preferences, behaviours, and goals?

DISCOVERY	DECISION & BOOKING	ON-SITE EXPERIENCE	PAYMENT & DEPARTURE	LOYALTY & ADVOCACY
<p><u>Touchpoints:</u> Where do our potential customers first learn about our service (e.g. online property listings, and referrals etc)?</p>	<p><u>Touchpoints:</u> What channels do they use (e.g. direct calls to agents, property viewing bookings, online inquiry forms, etc)?</p>	<p><u>Touchpoints:</u> These could be property visits, face-to-face meetings with agents, or virtual tours.</p>	<p><u>Touchpoints:</u> These can range from the agent's office for paperwork, online payment portals, or bank transactions.</p>	<p><u>Touchpoints:</u> Post-sale interactions like feedback surveys, referral programmes, or community forums.</p>
<p><u>Customer Actions:</u> What actions might our customer take to find out more about us (e.g. browsing online listings, seeking recommendations, attending open houses, etc)?</p>	<p><u>Customer Actions:</u> What actions might they take to arrive at a decision (e.g. calling an agent, booking a property viewing, comparing different properties, etc)?</p>	<p><u>Customer Actions:</u> What actions might the customer take (e.g. assessing the property, asking questions, imagining their life in the new space, etc)?</p>	<p><u>Customer Actions:</u> What actions will the customer take to finalise their decision (e.g. signing contracts, making payments, etc)?</p>	<p><u>Customer Actions:</u> What actions might the customer take to buy or recommend us (e.g. sharing their experiences, recommending services to others, providing feedback, etc)?</p>
<p><u>Emotions:</u> Use the emoticons to indicate the typical emotional state of customers at this phase. E.g. are they curious, optimistic, overwhelmed, etc)?</p>	<p><u>Emotions:</u> What feelings customers might feel, e.g. hopeful, cautious, or decisive, etc?</p>	<p><u>Emotions:</u> What feelings might they experience (e.g. excited, disappointed, or reassured, etc)?</p>	<p><u>Emotions:</u> Indicate any feelings of relief, apprehension, or satisfaction.</p>	<p><u>Emotions:</u> Note any feelings of contentment, regret, or enthusiasm.</p>
<p><u>Pain Points:</u> What potential hurdles or frustrations might they encounter (e.g. unclear property descriptions, lack of immediate support, etc)?</p>	<p><u>Pain Points:</u> What difficulties might they face (e.g. complex booking processes, unavailability of desired time slots, etc)?</p>	<p><u>Pain Points:</u> What potential issues might they encounter (e.g. rushed viewings, unanswered queries, discrepancies between listings and actual property conditions, etc)?</p>	<p><u>Pain Points:</u> What are some challenges they may encounter (e.g. hidden fees, complex paperwork, long waiting times, etc)?</p>	<p><u>Pain Points:</u> What might prevent them from buying from/ recommending us (e.g. lack of post-sale support, unaddressed concerns can arise, etc)?</p>
<p><u>Solutions:</u> What solutions will address these pain points (e.g. offer instant chat support, provide detailed property listings, etc)?</p>	<p><u>Solutions:</u> What remedies can we offer (e.g. user-friendly online booking systems, prompt follow-ups to inquiries, etc)?</p>	<p><u>Solutions:</u> How can we mitigate the pain points (e.g. ensure agents are well-informed, schedule ample time for viewings, provide accurate property descriptions, etc)?</p>	<p><u>Solutions:</u> What solutions can we offer to reduce their pain points (e.g. maintain transparency in all fees, streamline the paperwork process, provide clear timelines, etc)?</p>	<p><u>Solutions:</u> What solutions can we implement (e.g. regular check-ins, offer loyalty perks, ensure easy channels for feedback, etc)?</p>