



**Learning
unlimited.**



ONLINE CUSTOMER JOURNEY

Innovo Travels

Eveliina Sahiluoto



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Introduction

- Innovo Travels - travel agency
- Based in Maldives
- Founded in 2020
- Offering customer experiences based on customer needs
- Innovo Travels is offering travelers a large variety of different kinds of resorts to enjoy their vacation on the paradise-like islands of Maldives.

An aerial photograph of a tropical beach with white sand, turquoise water, and palm trees. A semi-transparent blue and green gradient box is overlaid on the center of the image.

INNOVATIVE EXPERIENCES

Get a customized offer Just for you!

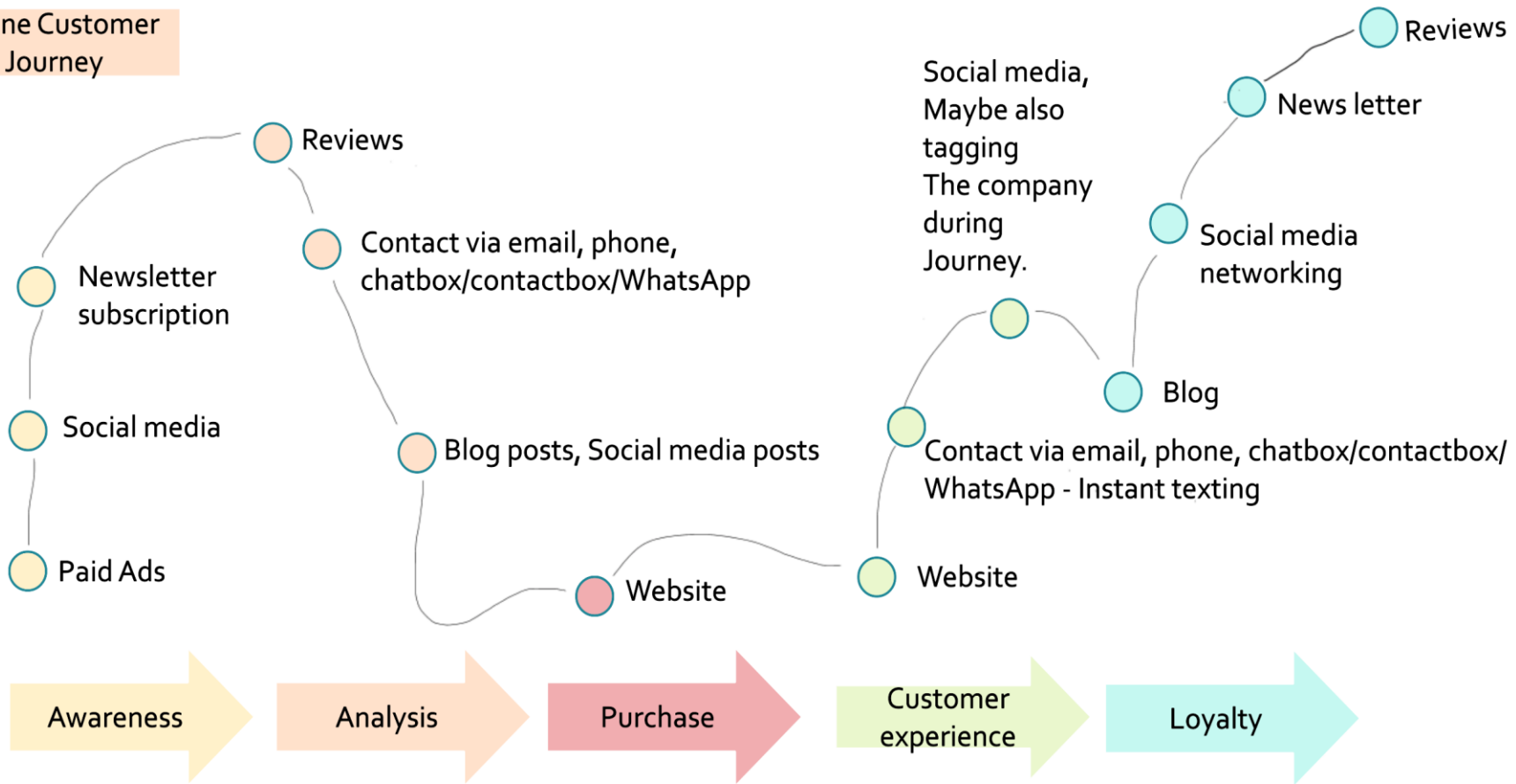




CUSTOMER JOURNEY MAP TEMPLATE

	AWARENESS	RESEARCH	SELECTION	DELIVERY	FOLLOW UP
DOING	See ad, hear about Maldives	Market check	Comparing websites of different travel agencies	Customer is On the trip	Social media, reviews, newsletter, checking deals
THINKING	Where to go, I need a vacation	So many different Places	What is the best deal	If the decision was Right or wrong. If the hotel and amenities Are as good as promised	Thinking about the vacation
TOUCHPOINTS	Social media, ads Newsletter, m to m	Foreign travel agencies, social media, blog, chat	WhatsApp, chat, website, email, google	WhatsApp, Instant messaging, Reviews, blog, sos.media	Newsletter, Social media
WEAKNESSES	Innovos social media is not active, is this travel agency even active?	Not showing on google Not active on social media No prices available	Website is slow Not optimized for Mobile users	Perhaps language barrier, Potentially not as good as promised	No survey, No customer loyalty program, Not active with newsletter
OPPORTUNITIES	Search engine Optimize, blog, Social media Focus on primary target group	Fast responses, Previous customer's good reviews	Deals	Be in contact with customer during their trip	Perhaps customer write positive review and recommend Innovo

Online Customer Journey



Weaknesses and Opportunities

- Difficult to purchase
- Not active on social media
- No time to take care of social media
- No customer loyalty program
- New company - not trusted
- Website isn't mobile optimized
- Not active in newsletter
- Can't be found on Google
- Contact travel agencies
- Newsletter
- Hiring a content creator for social media channels
- Create interesting blog content
- Focus on primary target groups
- Survey for each customer after the trip



Tunne huomisen - All for the future.