

CUSTOMER CARE REGISTRY

CUSTOMER JURNEY

TEAM DETAILS:

TEAM NO:PNT2022TMID50230

COLLEGE NAME: Jayaraj annapackiam csi college of engineering

DEPARTMENT: Information technology

TEAM MEMBERS:

Iswarya R

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STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	see social media campaign Hear about from friends	Conduct reach, compare features and pricing	Make a purchase	Contact customer service, Documentation, read product and service	Share the experience
TOUCHPOINTS	Social media, Traditional media , word of mouth	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media,word of mouth Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
KPIS	customer feedback	New website visitors	Conversional rate	Waiting time, customer service score	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success



Customer journey Map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Steps What does the person (or group) typically experience?	<div>Search for Support</div> <div>Browse for Products/Services to Buy</div> <div>Go to website, connect with a salesperson</div> <div>Get help from a local retailer</div>	<div>Reading an Email</div> <div>Reading on Social</div> <div>Engage in Customer Support</div> <div>Engage in Customer Support</div>	<div>Reading for the Moment</div> <div>Using Time for the Agent or Support</div> <div>Engaging Product/Service in a moment</div> <div>Using for the Service, agent or support</div>	<div>Checking for Email</div> <div>Thinking for Email</div> <div>Continuing to use the product, app, service</div> <div>After purchase or using customer support/feedback</div>	<div>Personalized Recommendations</div> <div>Recommendations for products, services, or experiences</div>
 Interactions What interactions do they have at each step along the way? • People: Who do they use or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	<div>Customer</div> <div>Marketing or Sales</div> <div>Customer Support</div>	<div>Customer and Support</div> <div>Customer Support</div> <div>Customer Support</div>	<div>Customer and Agent</div> <div>Customer Team</div> <div>Support/Agent</div>	<div>Customer and Agent</div> <div>Customer Team</div> <div>Support/Agent</div>	<div>Customer and Agent</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Customer Support</div> <div>Get Support</div>	<div>Helping me Get Support</div> <div>Helping me Get Support</div>	<div>Helping me Get Support</div> <div>Helping me Get Support</div>	<div>Helping me Get Support</div> <div>Helping me Get Support</div>	<div>Helping me Get Support</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Service received</div> <div>Customer Support</div>	<div>Service received</div> <div>Customer Support</div>	<div>Service received</div> <div>Customer Support</div>	<div>Service received</div> <div>Customer Support</div>	<div>Service received</div> <div>Customer Support</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Service received</div>	<div>Service received</div>	<div>Service received</div>	<div>Service received</div>	<div>Service received</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Customer Support</div> <div>Customer Support</div>	<div>Customer Support</div> <div>Customer Support</div>	<div>Customer Support</div> <div>Customer Support</div>	<div>Customer Support</div> <div>Customer Support</div>	<div>Customer Support</div> <div>Customer Support</div>