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	Customer Experience
TOUCH POINTS	Social media, Traditional media, word of mouth	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media, Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfaction, Excitement
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
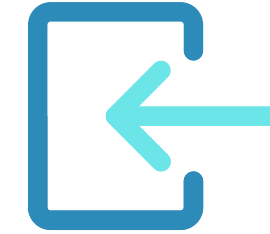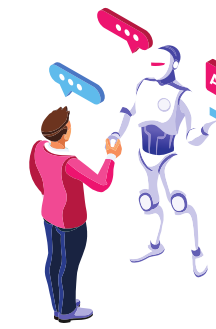
CUSTOMER JOURNEY MAP

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.

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.

SCENARIO: Browsing, booking, attending, and rating a local city tour	ENTICE: Awareness of this process	ENTER: Experience of being in process	ENGAGE: After the Experience	EXIT: Experience after the process	ENGAGE: After the experience is over
STEPS	**Search for support:** For resolving the customer facing problems. **Knowledge base for issues:** Self resolving for a specific problem.	**Raise an issue:** Bring an unsolvable problem.	**Waiting for response:** Patience to receive response. **Taking time for the agent to respond:** waiting for the specific agent to respond	**Closing the ticket:** Completely closing the tickets after solving. **Finalize the ticket closing:** Either solving the ticket or closing the time consuming tickets	• Personalised • Recommendation After experiencing our user friendly website, the customer can share information .
INTERACTIONS	• Customer • Dashboard of application • Chat box, Email Support	• Customer& administrator • Source Application • Chat box, Email Support	• customer and agent • Customer care • Email Notification	• Customer, administrator & Agent • Customer care Application • Ticket closing	• customer email
GOALS & MOTIVATIONS	• Problem to be solved • 24*7 Support	• Fast receiving & time managed • Flexible support from application	• Solution on time • All time support	• Time for accurate response • Flexible Navigation	• Help to customer get solution for their problem
POSITIVE MOMENTS	• Solution Received at a quick response	• memory responding customer	• Most Experienced Agent	• Utilisation of customer time	• Agent should solve customer's problem
NEGATIVE MOMENTS	• Delayed Response	• Not responding	• time out causing closure	• Making false ticket	• Waiting an hold for too long
AREA OF OPPORTUNITY	• Administrative Routing • Automated ticket closing	• Automated navigation mapping • timed responding	• Time consuming Evaluation • Speed Responding	• automated ticket closure • administrated routing • system failure data loss resolving	• Offer fast support • Reduce waiting time