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| **Customer** | **Scenario**  Client has an issue that needs to be addressed and for it to be dealt with, so they’ve decided to contact the company. | **Expectations**   * Friendly staff * Efficient service * Satisfied with the process and outcome |

Orientation

Decide

Experience

Loyalty

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| * Client has a concern that needs to be addressed. * Decides to contact the company on a support channel.   “I wonder if they have their contact details on their company page.” | * Contacts the company on their support channel by their phone. * Receives a message that their issue has been dispatched to an agent and will be in touch soon.   “I wonder how long I need to wait for them to reply back?” | * Technical expert is assigned from the company within 2 hours, client is then provided with a request for their issue. * Client tries to resolve their issue with the request provided by the technical expert to see if it has worked.   “They explained it so well and very informative!” | * Client receives an email by the technical expert to find out if the issue has been resolved. * Issue is resolved, client is satisfied with the ticket now closed.   “Well, that was easy, I think I should leave a review for them.” |

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| **Emotions** | Curious, eager to rush in | Subjective, impatient | Nervous, anxious, relieved | Happy, overjoyed |

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| **Opportunities:**   * Full customer support * Professional trained staff * Easy access to support system |

Client contacts the company on a support channel

Issue has been resolved by the client

Support agent reaches out with a follow-up email to ensure issue is resolved

Client tries to resolve the issue

Support agent provides a request to client

Ticketing system logs all communication between client and agent into a single thread

Ticket assigned to technical support agent

Client’s information is displayed

Ticketing system creates a ticket