

## Project Design Phase-II Customer Journey Map

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Project Name	Project – Data Analytics for DHL Logistics Facilities

SCENARIO  Shipping service, Transport, Tracking & Location, Delivery & Rating	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?
<b>Steps</b> What does the person (or group) typically experience?	<b>Pack it up</b> Customer is responsible for packing your own shipment. Do your best to protect your shipment adequately both internally and externally.	<b>Package items</b> Once the customer package received the package will be checked and stored.	<b>Website and Track</b> Customer Will get Tracking Status id So User can track location in website.	<b>Prompt for Review</b> Knowledge about the user's Satisfaction.	<b>Action</b> Necessary actions to the damage of products.
<b>Interactions</b> What Interactions do they have at each step along the way? ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects would they use?	<b>Initial Guidelines Provided to the customer</b> DHL global services through air, water and ground. <b>Domestic road freight service for palletized cargo.</b>	<b>International and Domestic Delivery services for parcels and documents</b> Depending upon origin and destination deadline determined. <b>Handling of Oversized goods</b>	<b>Pick date and time specified</b> Mobile phones to track customer address. <b>Identifying the Cities and Countries more number delivery service</b>	<b>Pos to swipe and pay by customer for the services</b> Successful completion of Services.	<b>Provide a Chat and customer Service to interact</b> Status of Each Delivered product see through the mobile devices.
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<b>Safety of products and customer satisfaction</b> Getting the tracking ID or number for the product. <b>Successful registration of Order</b>	<b>Shifting of Products as that of predefined</b> Time scheduled for the product.	<b>Separation of goods according to the cities and states</b> Classify the Cities and States.	<b>Avoid wrong routes helps in time and fuel cost</b> Cost efficient for the Customers.	<b>Global Forwarding &amp; Freight</b> Access to powerful shipping tools with MyDHL+.
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<b>Extra Gift provide with their product</b> Safe and Secure package.	<b>Delivering the electronic products</b> Product Transporting procedures.	<b>Goods are neither oversized nor undersized</b> Dangerous goods are processed with precautions.	<b>Make a Separate Road lines to deliver fast</b> Early Delivery.	<b>Frequent Usage of Service</b> Confidences after analyzing.
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<b>Rude Delivery agent</b> Wrong address. <b>Server Issue</b>	<b>Error in getting tracking ID</b> Invalid address specified during registration.	<b>Parcel and Document Shipping Registration</b> Overloading of objects more than expected.	<b>Damage Items</b> Late Delivery.	<b>Strike Issue</b> Delay in Deliver.
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<b>Reduction of time in post and mail through the fast ways and internet</b> New Marks to improve the business.	<b>Acknowledgement from the target to source about that status</b> Pickup Time and place suggested by the Customer.	<b>Increase the Accuracy and calculating the error</b> Maintain the Server regularly.	<b>Reduce the Traffic</b> New marks to improve the business.	<b>Don't take unnecessary Routes &amp; Save Petrol</b> Take all goods in one load.