

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS:

Team No : PNT2022TMID28156
College Name : St. Joseph's Institute of Technology
Department : Computer Science & Engineering

PROBLEM MEMBERS :

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PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	16 October 2022
TEAM ID	PNT2022TMID28156
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

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



User

1



User first
Login

2



Issue have to Register
in
the web portal

3



User can track
the issue in the
Web Portal

4



Logout

5



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 done?
 Steps What does the person (or group) typically experience?	<div>Discover the Support</div> <div>Search for answers from the menu</div> <div>Get answers, sometimes using guides</div> <div>Get training for a task or problem</div>	<div>Getting an alert</div> <div>Logging on first</div> <div>Using a Standard Feature</div> <div>Using a Standard Feature</div>	<div>Starting the Process</div> <div>Following the first agent or digital</div> <div>Following training or advice in the process</div> <div>Working on the agent's agenda or request</div>	<div>Changing state</div> <div>Finishing the First Step</div> <div>Completing using the digital offer</div> <div>After completing an interaction, some digital feedback</div>	<div>Personalized Recommendation</div> <div>Additional content ready, which can be added</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Customer</div> <div>Standard Help Response</div> <div>Online Chat Support</div>	<div>Customer Self Response</div> <div>Agent Assistance</div> <div>Customer Self Support</div>	<div>Customer Self Support</div> <div>Customer Self</div> <div>Agent Assistance</div>	<div>Customer Self Response</div> <div>Customer Self Response</div> <div>Supporting</div>	<div>Customer end</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Problem was solved</div> <div>Get it fixed</div>	<div>Get something left to be fixed</div> <div>Need to get more features</div>	<div>Get something left to be fixed</div> <div>Need to get more features</div>	<div>Get something left to be fixed</div> <div>Need to get more features</div>	<div>Help customer get solution for their problem</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting?	<div>Simple answers to their requests</div>	<div>Ability to respond to customer</div>	<div>Good customer support</div>	<div>Ability to respond to customer</div>	<div>Agent should solve customer's problem</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Not responding</div>	<div>Not responding</div>	<div>Not responding</div>	<div>Not responding</div>	<div>Waiting on hold for too long</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Additional Training</div> <div>Support Response</div> <div>Support Response</div>	<div>Additional Training</div> <div>Support Response</div>	<div>Additional Training</div> <div>Support Response</div>	<div>Additional Training</div> <div>Support Response</div>	<div>Offer last support</div> <div>Reduce waiting time</div>



**Thank
you**