CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

TEAM DETAILS:

Team No: PNT2022TMID21736

College Name : SRM Valliammai Engineering College

Department : Electronics and Communication Engineering

TEAM MEMBERS:

- ➤ GUGASHRI.T
- > CHARLET PRISCILLA.A
- ➤ DURGA PRIYA.S.M
- > HARINI.I



PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

DATE	16 October 2022					
TEAM ID	PNT2022TMID21736					
PROJECT NAME	CUSTOMER CARE REGISTRY					
MAXIMUM MARKS	2 Marks					

STAGE	AWARENESS	CONSIDERATI ON	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
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Customer journey Map

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

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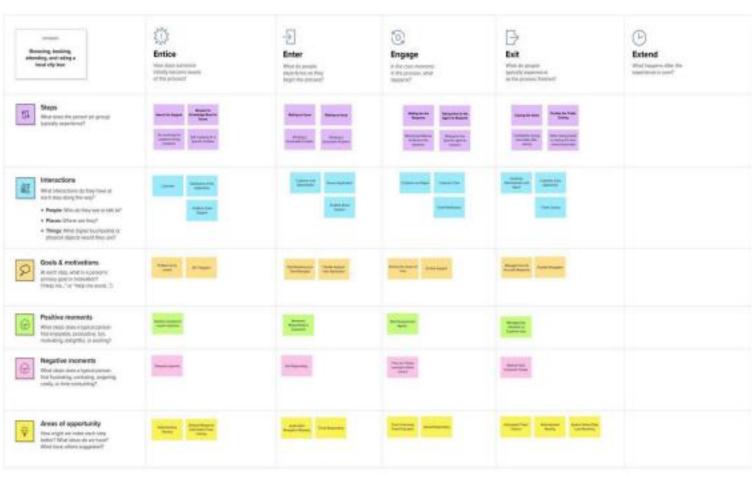
Product School



Document an existing experience

Names year focus to a specific commiss or process within an entiting product or service. In the **Steps** row, document the step-by-step process corrective typically experiences, then add detail to each of the other rows.

Customer Journey Map



Personalised Recommendation

After experiencing our use friendly website, the customer can share information .

Customer ema

Help to customer get solution for their problem

Agent should solve customer's problem

Waiting an hold for too long

III Marrienana homen

Offer fast support Reduce waiting time

Customer Journey Map





