

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



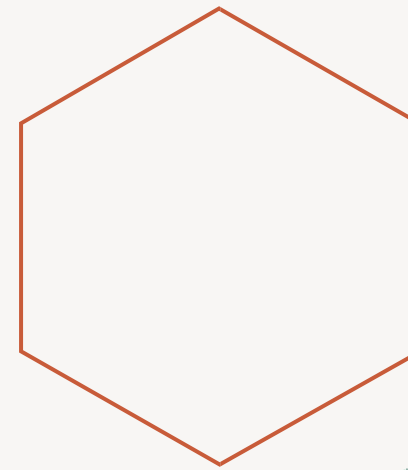
TEAM DETAILS:

Team No : PNT2022TMID14723

Department : Computer Science & Engineering

PROBLEM MEMBERS :

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PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	4 November2022
TEAM ID	PNT2022TMID14723
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	Customerservice, Customer success



User



User first Login



Issue have to Register in
the web portal



User can track the
issue in the Web
Portal



Logout

0
1

2

3

4

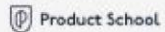
5



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.

Scenario Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	Search for Support Browse for Knowledge Base for Support For activating the customer being contacted Self-activating for a Specific Feature	Rating on Issue Rating on Issue Bringing a Knowledge Problem Bringing a Knowledge Problem	Waiting for the Response Taking time for the Agent to Respond Waiting for the Specific agent to respond Waiting for the Specific agent to respond	Closing the Issue Positive the Ticket Closing Continuously closing the ticket after solving Other closing ticket at closing the time concluding work	Personalized Recommendation Recommendation to solve the problem or solve the problem
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	Customer Dashboard of the Application Contact, Email Support	Customer and Knowledge Service Application Customer Email Support	Customer and Agent Customer Case Email Notification	Customer and Knowledge Customer Case Application Email Closing	Customer email
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Personalized advice 24/7 Support	Fast Resolution and Easy Management Flexible Support from Application	Knowledge-based on time 24/7 Support	Managed time for business resolution Flexible Management	Help to customer get solution for their problem
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution resolved at single response	Minimizing Bureaucracy to Customer	Well Documented Agents	Managing the solution of Customer time	Agent should solve customer's problem
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Delayed response	Not Responding	Slow and tedious waiting to solve issues	Waiting Time Customer Problem	Waiting, not solving the problem
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Automated Response Delayed Response Automated Ticket Closing	Automated Response Mapping Ticket Responding	Flow Connecting Ticket Evaluation Smart Responding	Automated Ticket Closing Automated Mapping System Return Case Link Mapping	Offer Fast response Reduce waiting time