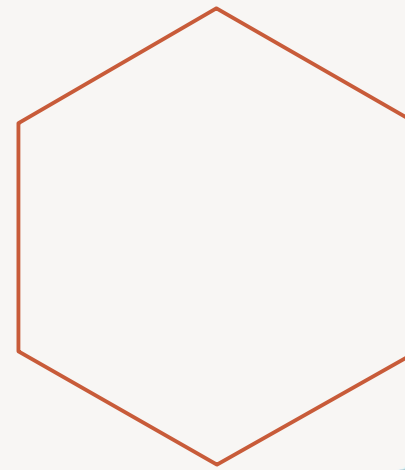


CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM ID : PNT2022TMID20522



PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

| | |
|-----------------|------------------------|
| DATE | 20 October 2022 |
| TEAM ID | PNT2022TMID20522 |
| PROJECT NAME | CUSTOMER CARE REGISTRY |
| 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

1



User first
Login

2



User has 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>Research the Request</div> <div>Review the Information Request or Status</div> <div>Get everything, complete using product</div> <div>Get waiting for a back-in-progress</div> | <div>Waiting on lead</div> <div>Waiting on input</div> <div>Waiting a Standalone Feature</div> <div>Waiting a Standalone Request</div> | <div>Waiting for the Response</div> <div>Waiting time for the Agent or Manager</div> <div>Receiving Feedback on Status of the Request</div> <div>Waiting for the Agent, Agent is Unavailable</div> | <div>Changing Status</div> <div>Finishing the Ticket Closing</div> <div>Completion using the product after using</div> <div>After using product, an interesting case, unusual experience</div> | <div>Personalized Recommendation</div> <div>After completing the case, usually within the system, customer addresses</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>Self-Service Tools, Resources</div> <div>Online Chat, Email</div> | <div>Customer Self-Resources</div> <div>Support Resources</div> <div>Customer Self-Request</div> | <div>Customer Self-Request</div> <div>Customer Self</div> <div>Agent/Manager</div> | <div>Customer Self-Request and Agent</div> <div>Customer Self-Resources</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 being solved</div> <div>Get I request</div> | <div>Get everything I ask for through</div> <div>Waiting to get the Solution</div> | <div>Get everything I ask for done</div> <div>Get what I request</div> | <div>Management on Request Request</div> <div>Problem Solved</div> | <div>Help to customer get solution for their problem</div> |
|  Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting? | <div>Efficient service at a time requiring</div> | <div>Efficient Response to Customer</div> | <div>Best Customer Support</div> | <div>Efficient service at a time requiring</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 to the request</div> | <div>Not responding to customer request</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>Automated Request</div> <div>Support Request, Escalation, Request Status</div> | <div>Automated Response Request</div> <div>Instant Response</div> | <div>Real Customer Self-Request</div> <div>Instant Response</div> | <div>Automated Status Request</div> <div>Automated Request</div> <div>Agent Follow-Up, Case Tracking</div> | <div>Offer fast support</div> <div>Reduce waiting time</div> |



Thank you