Visualize the **Customer** and **Employee** interactions and touchpoints using Journey Mapping

Workingasagroup,maptheexperienceofthepeopleyourcompanyserveslevergingthecustomer'sfecycle. Includecustomerbehaviors,touchpoints,andattitudes/emotions.Next,maptheexperienceoftheemployees engagedinfacilitatinganddeliveringthecustomerexperience.Includeinternalprocesses,teams/groups,systems/ toolsandpainpoints. 4 hours

TEAM ID:
PNT2022TMID29028

PHASE

What are the high-level phases across the customer journey?

NEED | RESEARCH | SELECT

CUSTOMER EXPERIENCE

CUSTOMER BEHAVIORS

What are the actions taken by the customer?

Poor job satisfaction and pay | Not enough career opportunities | Lack of employee motivation | Poor work-life balance

TOUCHPOINTS

What channels does the customer use to reach you?

Customer can tell their Queries in Query by message — Touchpoint

Customers can also see the help to understand the working of the dashboard — Touchpoint

Customers can mail to the team while facing technical problems — Touchpoint

ATTITUDES + EMOTIONS

What attitude or emotion does the journey evoke?

Customer satisfaction is important for us. We want to know what our customers think about our product. Customer satisfaction is important for us.

Customers can see the data of employees in the dashboard to analyze the customer life cycle time

EMPLOYEE EXPERIENCE

INTERNAL PROCESS

What are the steps taken internally to support the customer behavior?

Offer training and development programs | Contribute to current growth and planning | Create flexible work schedule to improve work-life balance, reduce stress, increase productivity and employee retention

TEAMS + GROUPS

What teams and groups are engaged in delivering the experience?

Form a technological and action oriented team for your team

The Top management team should be responsible for providing the resources and support to the employees and encourage them to achieve their goals

Hire a full time employee who is responsible for providing support to the top management and employees in the form of reports, data, analysis, etc.

SYSTEMS + TOOLS

What systems and tools are used to deliver the experience?

Web Express (Helpdesk area IBM Cloud) | Using some kind of language for AI algorithms | Exploration Tools

ATTITUDES + EMOTIONS

What attitude or emotion does the journey evoke?

TIME

If time is an issue, we can use the dashboard to do a quick analysis of the data and visualize the flow

The employee's time is valuable and we want to facilitate in the system

ATTITUDES + EMOTIONS

The employee's time is valuable and we want to facilitate in the system

---

CUSTOMER BEHAVIORS | TOUCHPOINTS | ATTITUDES + EMOTIONS | INTERNAL PROCESSES | TEAMS + GROUPS | SYSTEMS + TOOLS | ATTITUDES + EMOTIONS

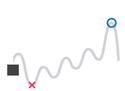
CUSTOMER BEHAVIORS | TOUCHPOINTS | ATTITUDES + EMOTIONS | INTERNAL PROCESSES | TEAMS + GROUPS | SYSTEMS + TOOLS | ATTITUDES + EMOTIONS

CUSTOMER BEHAVIORS | TOUCHPOINTS | ATTITUDES + EMOTIONS | INTERNAL PROCESSES | TEAMS + GROUPS | SYSTEMS + TOOLS | ATTITUDES + EMOTIONS

---

2 Identify Moments of Truth by evaluating issues and opportunities

Evaluatethejourneymaptofindissuesoropportunitiesinthe customerandemployeeexperience 5-8 minutes



Phase:

Moment of Truth (MoT) | Lack of agility | Lack of an over arching vision | Over reliance on data | Translation Gap (data from the backen | Sometimes can a user friendly landscape presentation

Phase:

Moment of Truth (MoT) | Data visual analysis | Lack of customer knowledge | Customer's ever changing needs | Data is accessible but it's time consuming | Over the reach are growing exponentially

Moment of Truth (MoT) | It takes to much cost | Improved Efficiency | Engagement in the same kind of work and experience monotonous | Information data can be accurate | Bringing all the data together in one place

Phase:

Moment of Truth (MoT) | Provide a new brand | Stand out larger than other competitors in dashboard | Sometimes dashboards are not integrated by end users | Not enough time to change the dashboard and analyze the results | Not enough time to change the dashboard and analyze the results

---

3 Prepare 'needs statements' by framing 'moments of truth'

Usingthemomentsoftruth,frametheissuesandopportunities intheformoftheFollowingsportphrase:[Persona]needsaway to_____sothat_____. Identifythemessstemmingfromsimilar ideas. 10 minutes

Moment of Truth

Employee | ensure the secure data transmission and time value to a stakeholder | try to design a interactive dashboard in the website

_____needs a way to_____so that_____.

Moment of Truth

Employee | avoid the problem that occurs in the system and search in a dashboard | Then only we can know and gave the right information

_____needs a way to_____so that_____.

Moment of Truth

Employee | problems the customer faces while using dashboard

the customer can use the dashboard effectively

_____needs a way to_____so that_____.

Moment of Truth

Employee | reduce the lack of network issues | Then only the customer can be able access efficiently

_____needs a way to_____so that_____.

Moment of Truth

Employee | try to avoid and maintain a server | Then only the dashboard access will be smooth

_____needs a way to_____so that_____ .

---

4 Flag the most compelling areas of focus using Visualize the Vote

Quicklyreachconsensusaboutthekeymomentsinthe experiencethatshouldbetheteam'sfocus. 20 minutes

Click the Voting Session button in the menu above

Click Start Voting

Name the voting session (e.g. 'Best impactful statements')

Change the number of votes to 3