Customer Care Registry

Team ID: PNT2022TMID08516

Template

Customer experience 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 withreal people rather than relying on your hunches or assumptions.

Product School

Created in partnership with

Document an existing experience

Narrow your focus to a specific scenario or process within an existing productor service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become awareof this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group)typically experience?	Face issue When a customer has any issue with the product, they look out for a customer care section in the portal Get doubts When the customer have doubts about some products, they wish to use a customer care	Chat with bot Customers can interact with the chatbot available on the home page of the application to get their basic doubts clarified Go-through user manual Customers can understand the workflowof the application by reading through the manual available in the portal	Raise ticket Customers can post their queries/issues by raising tickets Interact with agent Customers can have both public and private interaction with the agents View status Customers can view the status of their tickets at any point of time View history Customers can view the history of previous tickets raised by them	Rate the experience Customers can rate their experience with the application by clicking the smiley buttons Provide feedback Customers can provide their feedback in the allotted space	Query resolved Finally, customer query/issue is resolved User satisfaction is achieved Customers who got their issues clarified get a feeling of satisfaction
Interactions What interactions do they have ateach 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?	Customers can use PCs, laptops, mobile phones or tablets to access these services Customers can avail the services by clicking on the respective button in the portal they use Initially the customers can view the login page of the application	Interaction with the chat bot Going through the user manual	The interaction from the chat bot is diverted to with the agent when the query couldn't be ticket solved by the chat bot Customer can view the space provided for them to post their query Customer can view the status of the ticket by clicking the view status button Customer can have a direct interaction the agent assigned to their	Customers can rate their experience with the application by clicking the smiley buttons Customers can also provide feedback in the feedback section	Customers can share their experience with the application in a public forum Customers feel comfortable in getting their queries resolved
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get answers,solutions and pleasant experiences as a result of the interactions. Help me avoid making misinterpretations Help me understand things clear	Help me to understand the application Help me to interact with chatbot Help me to access the application with ease	Help me to interact with the agent Help me to post my query as tickets Help me to view my ticket status	Help me to get my query resolved without any delay Help me make feel satisfied with the application	Help me to suggest this to a friend Help me give good feedback about the services of the application
Positive moments What steps does a typical personfind enjoyable, productive, fun, motivating, delightful, or exciting?	The services offered in this application happen to be valuable to the users Positive feedback from previous users	It is good to interact with the chat bot Easy to use UI	Provision to post the about query in the form of ticket Able to track the status of the query. Provision to have a one-to-one interaction with the agent Provision to notify the customers the agent allotted to them	Getting the required solution to the issue addressed. Provision to express customer's feelings as feedback	Customer satisfaction is achieved Customer gets a good experience with the application
Negative moments What steps does a typical person find frustrating, confusing, angering,costly, or time-consuming?	Frustrated with the issue Confusion on how to solve it	Customer's dilemma how to get his/her properly query resolved using internet the application Unable to access theon application due to poor connection	Rude behaviors of agents Careless and rushing service Late delivery of the requested products/ service. Misunderstanding involved in the interaction between customer and agent	Query will not be resolved Efforts taken may go futile	Dissatisfaction of the customer when his/ her query is not resolved Bad experience because of using this application
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Making promotions about the application and its unique features Playing videos about the application and feedback given by the customers	Instant response by the chatbot Can provide access for adjusting font size	Can give provision for including images during ticket raising Can provide access to view the timestamp of the status update Can provide access to have visual interaction Can provide access to rate the agent's performance	Can increase the limit of the feedback Can notify customers about different attractive offers available	Giving discounts for upcoming purchases to customers who faced issue previously Providing them with referral bonus

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