Project Design Phase-II

Customer Journey Map

Date 15 October 2022 Team ID PNT2022TMID32161

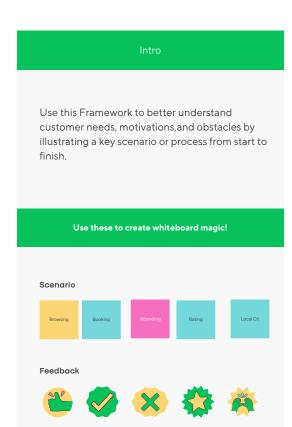
Project Name Project - Customer Care Registry

Maximum Mark 4 Marks









CUSTO	MER JOUR	User Journey Maps connect companies with their audiences by narrating the customer experience. It can give an overview of the entire process, show how customers act or identify key moments of interaction between the user and the organization. To create your own, think about your goal of teaching customers about your company.		
	ENTICE	ENTER	ENGAGE	EXIT
STAGE 1	Search for support For resolving the customer facing problem Self resloving for a specific problems	Raising an issue Raising a unsolved problems Bringing a unsolved problems	Waiting for the response Taking time for the Agent top respond Waiting for the specific agent to respond	Personalized recommendation After experiencing our user frendly website
STAGE 2	Desboard of the applications ChatBot and email Support	Source Application Customer Administration	Customer and Agent Email notifications Customer care	Customer Email
STAGE 3	Problems to be solved 24*7 Servies	Fast resolving and time manage Flexible support from application - responding to customers Not responding	Solving the essues on time All time Support	Waiting an hold for too long Agent should solve customer problems Help to customer get solution
STAGE 4	Solution received at a quick response Administrative routing Delayed response to automated ticket raising	Automated navigation mapping Timed responding	Automate Administration System failure Ticket routung data loss resolving	Offer fast support Reduce waiting time



FORMATION OF JOURNEY						
STAGE	AWARENESS	CONSIDERATION	SERVICE	FEEDBACK		
Customer Activities	Social media	conduct reach and pricing	Contact customer service and documentations	Share experience		
Touchpoints	Traditional media,word of mouth	Social media and website	ChatBot and Email	social media and review		
Customer Experience	Interested, Hesitant	Curious and exited	Frustrated	Satisfied		
KPIS	Feedback	New visiters	Waiting time and score	Score		
Responsible	Communications	communications	Service	Service and success		

Customer Journey Flow

USER Customer Source 1 low

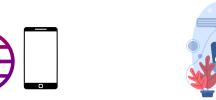
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