

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS:

Team No : PNT2022TMID08297

College Name : Dhanalakshmi Srinivasan Engineering College

Department : Computer Science and Engineering



PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	08 October 2022
TEAM ID	PNT2022TMID08297
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	Customer service, Customer success



User
1



User first
Login



User has to Register
in
the web portal



User can track
the issue in the
Web Portal



Logout

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.

	 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 Request</div> <div>Get everything, including being notified</div> <div>Get notified for a task or request</div>	<div>Getting an alert</div> <div>Being on alert</div> <div>Waiting a Standard Process</div> <div>Waiting a Standard Request</div>	<div>Waiting for the Request</div> <div>Waiting for the Request to be assigned</div> <div>Processing Request on Requester's Request</div> <div>Waiting for the Request to be assigned</div>	<div>Changing state</div> <div>Finishing the Task</div> <div>Completion using the Requester's Request</div> <div>After assignment, the Requester's Request is completed</div>	<div>Personalized Recommendation</div> <div>After completion, the Requester's Request is completed</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they talk or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Customer</div> <div>Standardized Request</div> <div>Customer Chat Request</div>	<div>Customer Chat Request</div> <div>Standard Request</div> <div>Customer Chat Request</div>	<div>Customer Chat Request</div> <div>Customer Chat</div> <div>Requester's Request</div>	<div>Customer Chat Request</div> <div>Customer Chat Request</div> <div>Requester's Request</div>	<div>Customer chat</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or Help me avoid...)	<div>Requester's Request</div> <div>Get Request</div>	<div>Get Requester's Request</div> <div>Requester's Request</div>	<div>Requester's Request</div> <div>Requester's Request</div>	<div>Requester's Request</div> <div>Requester's Request</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>Requester's Request</div>	<div>Requester's Request</div>	<div>Requester's Request</div>	<div>Requester's Request</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>Requester's Request</div>	<div>Requester's Request</div>	<div>Requester's Request</div>	<div>Requester's 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>Requester's Request</div> <div>Requester's Request</div>	<div>Requester's Request</div> <div>Requester's Request</div>	<div>Requester's Request</div> <div>Requester's Request</div>	<div>Requester's Request</div> <div>Requester's Request</div> <div>Requester's Request</div>	<div>Offer fast support</div> <div>Reduce waiting time</div>



Thank you