

Date:03 OCTOBER 2022

Team id: PNT2022TMID16055

Maximum marks:4 marks

1 Visualize the Customer and Employee Interactions and Journeys using Journey Mapping

Process: Research

Phases: NEED, RESEARCH, SELECT

Customer Journey

Customer Segments: Young Adults, Millennials, Gen Z, Baby Boomers, Silent Generation

Touchpoints: Website, Mobile App, Social Media, Email, In-store, Call Center, Chatbot, Self-Service Kiosk

Attitudes & Emotions: Frustrated, Confused, Happy, Satisfied, Disappointed, Excited, Anxious, Relieved

Internal Processes: Onboarding, Account Setup, Transaction Processing, Customer Support, Billing, Marketing Campaigns, Loyalty Program

Teams & Groups: Marketing, Sales, Customer Support, IT, Finance, Operations, HR, Legal, Compliance

Systems & Tools: CRM, ERP, Marketing Automation, Analytics, Social Media Management, E-commerce Platform, Mobile App, Self-Service Kiosk

Employee Journey

Employee Segments: New Hire, Existing Employee, Manager, Supervisor, Executive

Touchpoints: Onboarding, Training, Performance Review, Feedback, Career Development, Compensation, Benefits, Work Environment

Attitudes & Emotions: Excited, Nervous, Confident, Stressed, Overwhelmed, Satisfied, Disappointed, Frustrated, Happy

Internal Processes: Recruitment, Onboarding, Training, Performance Management, Compensation Management, Benefits Administration, Work Environment Management

Teams & Groups: HR, IT, Finance, Operations, Marketing, Sales, Customer Support, Legal, Compliance

Systems & Tools: HRIS, CRM, ERP, Marketing Automation, Analytics, Social Media Management, E-commerce Platform, Mobile App, Self-Service Kiosk

2 Identify Elements of Tools for Evaluating Needs and Opportunities

Process: Research

Phases: NEED, RESEARCH, SELECT

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3 Explore "needs assessment" by taking "mapping of tool"

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4 Find the most compelling areas of focus using "Visualize the tool"

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