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 with real people rather than relying on your hunches or assumptions.

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Customer Care Registry

Project Design Phase - II | Customer Journey
MapTeam ID - PNT2022TMID29305
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SCENARIO

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

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of 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?	Through our website Through good word of mouth Through their friends Find it themselves Customers visit our website and see the other good customer reviews As our service is excellent in class, it's natural that good word of mouth spreads They see their friends use our application for clarifying the queries After finding irreverent reviews in the e-commerce websites	Register in the application Login to the application Forget your password? Registering in our application, by using their email and a unique password Login into the application, to access the dashboard using email and password In case the customer forget either the email or password, can reset the password also	Access the dashboard Create a ticket Update Password Address Column Support Customer can see all the tickets raised by his/her in the dashboard Customer can raise a ticket with a detailed description of his/her query Customer can update the existing password Customer can have oneto-one conversation with the agent to clarify the query Customers can give feedback about the application	Feel satisfed Rates the experience Customer feels satisfied after the query has been clarified Rate the overall experience with the agent	Posts online Tells friends Good word of mouth ustomer posts his feelings/experience in online Customer tells his friends and families about the experience Friends of customers hear the good deeds and start using the application
Interactions What interactions do they have at each 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?	Through website Through good word of mouth Through friends Through Google Through their families and friends	They interact with the sign up page to fil in all the details They interact with the Watson assistant, incase they need any help They interact with the forget password form to reset the password	Interact with the dashboard to do some activities Ask questions with Watson assistant about all the possible options available Update password section in the application Chat box section in the application with the agent Support section in the web application	Rating experience overlay in the application	Customer's social media platform Friends, colleagues and families
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me with patience Help me with better experience Help me to clarify my queries	Help me avoid complex registration process Help me avoid complex login process Help me to reset the password	Help me with a dashboard, to see all the details Help me have a look at the profile page Help me see the status of my ticket Help me to have one-on-one conversation with the agent Help me avoid complex explanations	Help me have a good overall experience Help me rate the agent	Help me avoid post bad comments online Help me suggest the application to my friends and colleagues
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Hearing good comments from friends Seeing the wonderful website Excited about the good word of mouth Motivated after finding it themselves	Excited to interact with the Watson assistant Motivated to use the application	Excited to see the dashboard Motivated to create a ticket Enjoying in having a clear conversation with the agent Delighted after getting instant replies Felt productive after seeing the in-app notifcations	Felt productive after having cleared my queries Felt good about the agent who clarified my queries	Felt good after suggesting the application to my friends and colleagues
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Time consuming to find it themselves Angering to get irrelevant replies Time consuming replies for queries	Frustrating when forgetting a password Time consuming registration process Confusing Watson Assistant	Confusing dashboard Confusing profile into page Confusing Watson Assistant Frustrating late or irrelevant replies Time consuming resetting password section	Frustrating experience in the application Time consuming rating process	Angering talks with friends
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Advertise in youtube Increase	Simplify registration process Send mail alerts in case of login	Show more details in dashboard Add images option in conversation with agents Add more options in Watson Assistant Add automated replies if possible	Add some categories in rating agents section Add a personalized message sending option to the agent	Develop cross platform mobile applications Add more and more agents into the system

Need some inspiration?

See a finished version of this template to kickstart your work.

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