


Project Design Phase II

Customer Journey Map

| | |
|---------------|----------------------------------|
| Date | 18 September 2022 |
| Team ID | PNT2022TMID30144 |
| Project Name | Project - Customer Care Registry |
| Maximum Marks | 2 Marks |


Customer Journey Map Statement:



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.

Created in partnership with


























































[Share template feedback](#)

1

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.

| Scenario Browsing, booking, attending, and exiting a local city tour | 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 over? |
|---|---|--|---|--|--|
| Steps What does the person (or group) typically experience?  | Search for support  Enter for knowledge base for issues  For meeting the customer help problem  Self resolving for a specific problem  | Waiting on hold  Routing or Escal  Waiting a Unavailable Support  Bringing a Unavailable Problem  | Waiting for the Response  Waiting time for the Agent to Respond  Routing/Waiting to Resolve the response  Waiting for the Specific agent to respond  | Closing the ticket  Resolving the Ticket Closing  Continuing closing the ticket after solving  Other waiting period in closing the ticket (unusually long)  | |
| 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? | Customer  Self-Services of the Application  Customer Email Support  | Customer and Administrator  Secure Application  Customer Email Support  | Customer and Agent  Customer Care  Issue Resolution  | Customer Administrator and Agent  Customer Care Application  Ticket Closing  | |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Problem to be solved  24-7 Support  | Fast Response and Issue Manager  Positive Support Issue Application  | Solving the Issue on the spot  48 Hour Support  | Manager to Get Accurate Response  Positive Navigation  | |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Issue resolved at a quick response  | Response received at Customer's  | Most Experienced Agent  | Managing the Customer and Customer Issue  | |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Delayed response  | Not Responding  | The wait Times causing to hold others  | Making Error Customer Issues  | |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Automated Routing  Default Response Automated Ticket Closing  | Automated Response Routing  Ticket Responding  | Task Completing Ticket Creation  Special Responding  | Automated Ticket Closure  Automated Routing  Support Metrics Data and Reporting  | |