

CUSTOMER CARE REGISTRY

JOURNEY MAP



TEAM DETAILS:

Team No : PNT2022TMID10745
College Name : IFET COLLEGE OF ENGINEERING
Department : ELECTRONICS AND COMMUNICATION
ENGINEERING

TEAM MEMBERS :

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PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE		25 October 2022
TEAM ID		PNT2022TMID10745
PROJECT NAME		CUSTOMER CARE REGISTRY
MAXIMUM MARKS		2 Marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	Discover from pals	Comparing features and prices while conducting outreach	Make a purchase	Read product and service documentation, contact customer service.	Share the experience
TOUCHPOINTS	Conventional media and social media.	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media, word of mouth Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Astonished	Astonished	Anxious	Satisfied, Astonished
KPIS	Customer opinions	New website visitors	Conversional rate	Waiting time, customer service score	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success



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.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people typically 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 Browse for Knowledge Base for Issues For resolving the customer facing problems Self resolving for a Specific Problem	Raising an Issue Raising an Issue Bringing a Unresolvable Problem Bringing a Unresolvable Problem	Waiting for the Response Taking time for the Agent to Respond Revisiting Past Issue to Receive the response Waiting for the Specific agent to respond	Closing the ticket Finalize the Ticket Closing Completing closing the tickets after solving Either solving ticket or closing the time consuming tickets	Personalized Recommendation After experience agent user already resolved the customer problem
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 Dashboard of the Application Chatbot, Email Support	Customer and Administrator Source Application Chatbot, Email Support	Customer and Agent Customer Care Email Notification	Customer Administrator and Agent Customer Care Application Ticket Closing	Customer email
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 Resolving and Time Managed Flexible Support from Application	Solving the issues on time All time Support	Managed time for Accurate Response Flexible Navigation	Help to customer get validation for their problem
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a quick response	Momentary Responding to Customers	Most Experienced Agents	Managing the Utilization of Customer time	Agent should solve customer's problems
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	Not Responding	Time out Tickets causing no ticket closure	Making False Customer Tickets	Waiting on hold for too long
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Administrative Routing Delayed Response Automated Ticket Closing	Automated Navigation Mapping Timed Responding	Time Consuming Ticket Evaluation Speed Responding	Automated Ticket Closure Administrative Routing System Future Data Loss Resolving	Offer fast support Reduce waiting time

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Thank you

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