












Project Design Phase-II Customer Journey Map

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Team ID	PNT2022TMID22462
Project Name	Project – Data Analytics for DHL Logistics Facilities

SCENARIO Shipping service, Transport, Tracking Location, Delivery & Rating	 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?	Pack It up Customer is responsible for packing your own shipment. Do your best to protect your shipment adequately both internally and externally. Transporting the goods Prepare the needed document and pass the goods. Book your Shipment Customer need to Book the shipment time and choose the service & mode of transport.	Package Items Once the customer package received the package will be checked and stored. Service Checking the service and move on to the process. Complete Payment Measure the Service and Fix a rate and complete the payment process.	Website and Track Customer Will get Tracking Status id So User can track location in website. Identify Identifying the Cities more number delivery service. Surcharges Highlighting the Normal delivery charges and Speed post. Safety & Security Door to Door Delivery Service with safety.	Prompt for Review Knowledge about the user's Satisfaction. Verifying and Submitting Review Verify the Customer using OTP and Get Feedback.	Action Necessary actions to the damage of products. Recommendation For Service Recommend them to use our latest service and update our service oftenly.
 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?	Initial Guidelines Provided to the customer DHL global services through air, water and ground Domestic road freight service for palletized cargo.	International and Domestic Delivery services for parcels and documents Depending upon origin and destination deadline determined Handling of Oversized goods	Pick date and time specified Mobile phones to track customer address Identifying the Cities and Countries more number delivery service	Pos to swipe and pay by customer for the services Successful completion of Services	Provide a Chat and customer Service to interact Status of Each Delivered product see through the mobile devices
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Safety of products and customer satisfaction Getting the tracking ID or number for the product Successful registration of Order	Shifting of Products as that of predefined Time scheduled for the product	Separation of goods according to the cities and states Classify the Cities and States	Avoid wrong routes helps in time and fuel cost Cost efficient for the Customers	Global Forwarding & Freight Access to powerful shipping tools with MyDHL+
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Extra Gift provide with their product Safe and Secure package	Delivering the electronic products Product Transporting procedures	Goods are neither oversized nor undersized Dangerous goods are processed with precautions	Make a Separate Road lines to deliver fast Early Delivery	Frequent Usage of Service Confidences after analyzing
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Rude Delivery agent Wrong address Server issue	Error in getting tracking ID Invalid address specified during registration	Parcel and Document Shipping Registration Overloading of objects more than expected	Damage Items Late Delivery	Strike Issue Delay in Deliver
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Reduction of time in post and mail through the fast ways and internet New Marks to improve the business	Acknowledgement from the target to source about that status Pickup Time and place suggested by the Customer	Increase the Accuracy and calculating the error Maintain the Server regularly	Reduce the Traffic New marks to improve the business	Don't take unnecessary Routes & Save Petrol Take all goods in one load