CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

TEAM DETAILS:

      Team No   : PNT2022TMID10774
      College Name: IFET COLLEGE OF ENGINEERING
      Department : ELECTRONICS&COMMUNICATION ENGINEERING

TEAM MEMBERS :

         ❏ PREETHI .R
         ❏ RAMYA.D
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         ❏ SRIVARDHINI.K

PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	**14 November 2022**
TEAM ID	PNT2022TMID10774
PROJECT NAME	**Customer's preferrable channel for communication**
MAXIMUM MARKS	2 Marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	See social media campaign Hear about from friends	Conduct reach, compare features and pricing and their own needs	Make a question or help	Contact customer service, Documentation, read product and service .	Share the experience
TOUCHPOINTS	Social media, Traditional media	Social media, Websites	Website, Mobile app	Chat-bot, Email notification	Social media,word of mouth Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
KPIS	customer feedback	New website visitors	Conversional rate	Waiting time, customer service score	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success

USER

1

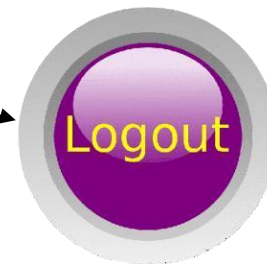**USER HAS TO**

LOGIN

2

**QUERIES HAVE TO
REGISTER IN THE PORTAL**

3

**USER CAN TRACK
THE ISSUE IN THE
HELP DESK PLATFORM**

4

LOGOUT

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.
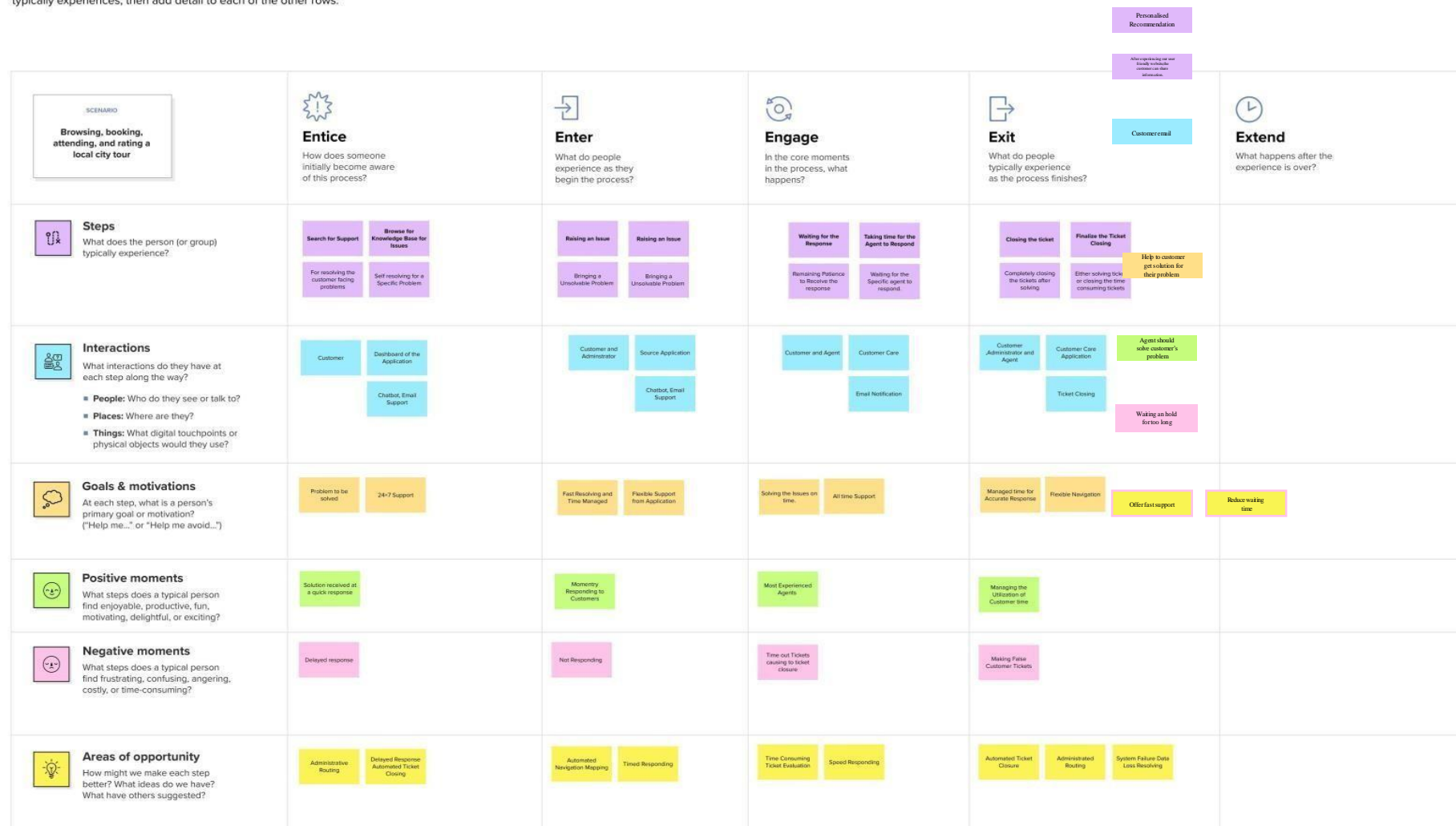
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Product School

Share template feedback

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 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 Unsolvable Problem / Bringing a Unsolvable Problem	Waiting for the Response / Taking time for the Agent to Respond Remaining Patience to Receive the response / Waiting for the Specific agent to respond.	Closing the ticket / Finalize the Ticket Closing Completely closing the tickets after solving / Either solving ticket or closing the time consuming tickets	Help to customer get solution for their 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	Agent should solve customer's problem Waiting on hold for too long
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	Offer fast support / Reduce waiting time
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a quick response	Momenty Responding to Customers	Most Experienced Agents	Managing the Utilization of Customer time	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	Not Responding	Time out Tickets causing to ticket closure	Making False Customer Tickets	
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 / Administrated Routing / System Failure Data Loss Resolving	

Personalised Recommendation

After experiencing our user friendly technical customer can share information.

Customer email

THANK YOU