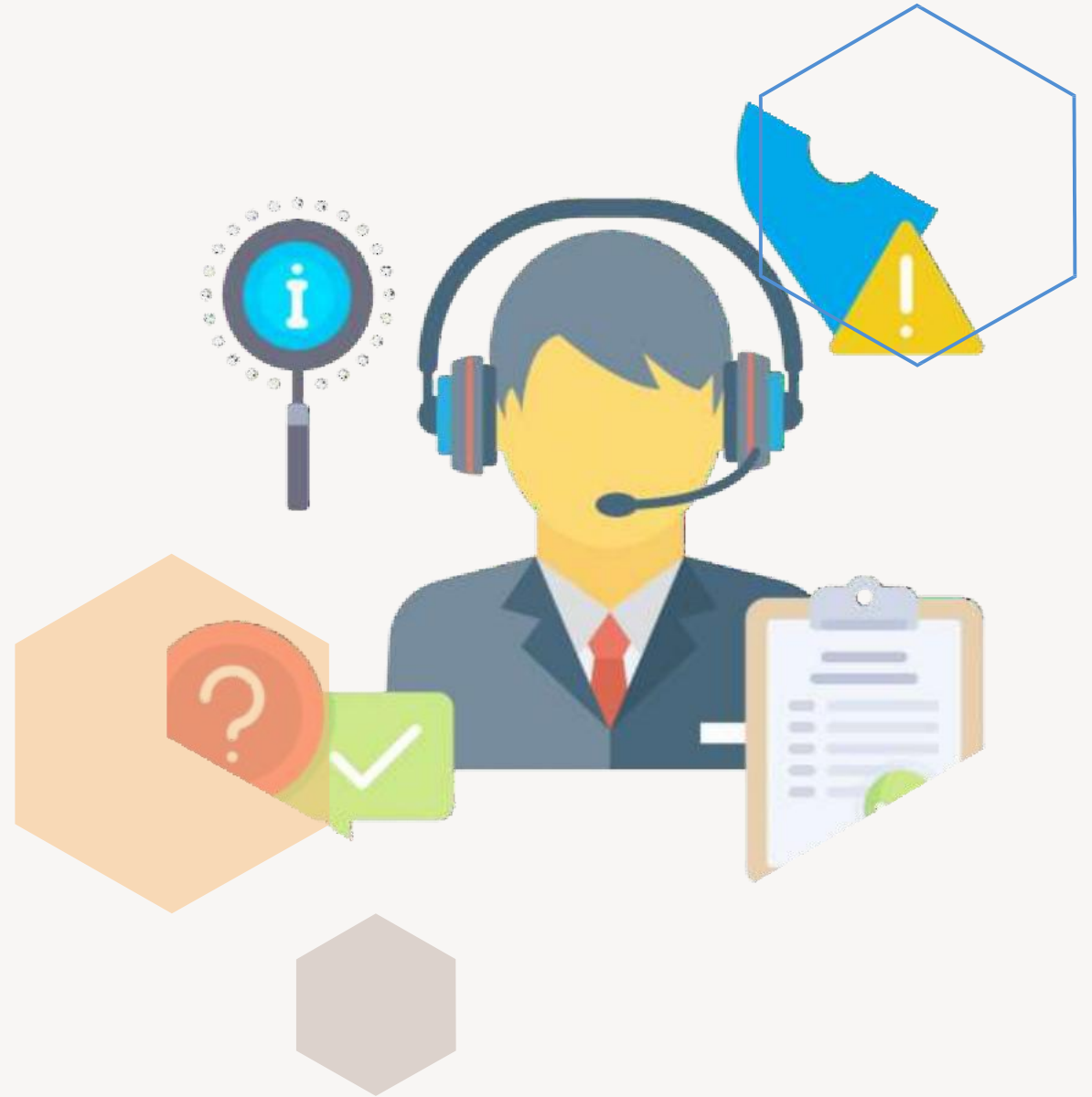


CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAMDETAILS:

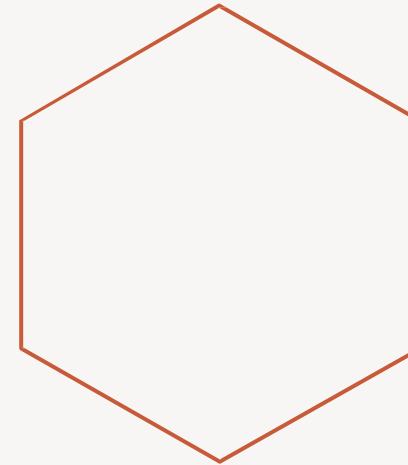
Team No : PNT2022TMID10772

College Name: IFET College of Engineering

Department: Electronics and Communication
Engineering

TEAM MEMBERS:

- PRASANNAKUMAR.M
- PRAVEEN.S
- PRADEEP.S
- PRAGADEESH.S



PROJECT PHASE DESIGN-II

CUSTOMER JOURNEY MAP

DATE	24 October 2022
TEAM ID	PNT2022TMID10772
PROJECT NAME	Customer Care Registry
MAXIMUM MARKS	2 Marks

SCENARIO	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 typically experience?	<u>Face issues:</u> When a customer has issues with product, they lookout for a customer care section in portal. <u>Get Doubts:</u> When customer have doubt about any product, they use customer care.	<u>Chat with chatbot</u> Customer can interact with the chatbot available on the homepage of the applications. <u>Go-through user manual</u> Customers can understand the workflow of the applicant by reading the manual available in portal.	<u>Raise ticket</u> Customer can post their queries by raising tickets. <u>Interact with agent</u> Customer can view the tickets at any point of time <u>View status</u> Customer can view the status of the ticket.	<u>Rate the experience</u> Customer can give their experience by clicking the thumbs up button. <u>Provide Feedback</u> Customer can provide their feedback.	<u>Query Resolved?</u> Finally, query is resolved <u>User satisfaction is issued?</u> customer will be satisfied
Interactions What interaction do they have on each steps along the way?	<ul style="list-style-type: none"> ➤ Customers can avail PCs, laptops to access the services. ➤ Service can be availed by clicking the respective button in the portal. 	<ul style="list-style-type: none"> ➤ Interactions with the chatbot ➤ Going through the user manual. 	<ul style="list-style-type: none"> ➤ Interactions from the chatbot is diverted to the agent when the query couldn't be tickets solved by the chatbot. ➤ Customer can view the status by clicking the view status button. 	<ul style="list-style-type: none"> ➤ Smiley button helps the customer for rating. ➤ Customer can also provide feedback. 	<ul style="list-style-type: none"> ➤ Customer can share their experience with the application in a public forum ➤ On resolving queries customers feel comfortable
Goals and motivations At each steps, what is person's primary goal or motivation?	<ul style="list-style-type: none"> ➤ Helps to get answer and results of interactions. ➤ Helps to avoid misinterpretations. 	<ul style="list-style-type: none"> ➤ Helps to understand the applications. ➤ Helps to suggest to friends 	<ul style="list-style-type: none"> ➤ Helps to interact with agent. ➤ Helps to post query as tickets. ➤ Helps to view tickets status. 	<ul style="list-style-type: none"> ➤ Helps to get resolved of query without any delay. ➤ Helps to feel satisfied with the applications. 	<ul style="list-style-type: none"> ➤ Helps to suggest for a friend. ➤ Helps to have a good feedback about the services of the application.
Positive moments What steps make person enjoyable, fun and motivating?	<ul style="list-style-type: none"> ➤ Services offered are valuable to users. ➤ Positive feedback from users. 	<ul style="list-style-type: none"> ➤ Good to interact with the chatbot ➤ Easy to use UI 	<ul style="list-style-type: none"> ➤ Provision to post query in the form of tickets. ➤ Able to track the status of the query. ➤ Provision to have a one-to-one interaction with the agents. 	<ul style="list-style-type: none"> ➤ Getting the required solution to the issue addressed. ➤ Provisions to express customers feelings as feedback. 	<ul style="list-style-type: none"> ➤ Customer satisfaction is achieved. ➤ Customer gets a good experience with the applications.
Negative moments What steps make person find confusing, costly?	<ul style="list-style-type: none"> ➤ Frustrated with the issue. ➤ Confusion on how to solve it. 	<ul style="list-style-type: none"> ➤ Customer dilemma on how to get this properly query resolved using internet applications. ➤ Unable to access the applications due to poor connections 	<ul style="list-style-type: none"> ➤ Rude behavior of agents. ➤ Careless and rushing services. ➤ Late delivery of the requested products services. 	<ul style="list-style-type: none"> ➤ Query will not be resolved. ➤ Efforts go futile. 	<ul style="list-style-type: none"> ➤ Dissatisfaction of the customer when query is not resolved. ➤ Bad experience because of using these applications.
Area of opportunity How might we make each steps better?	<ul style="list-style-type: none"> ➤ Making promotions about the application and its unique features. ➤ Playing videos about the application and feedback given by customers 	<ul style="list-style-type: none"> ➤ Instant response by chatbot. ➤ Can provide access for changing font sizes 	<ul style="list-style-type: none"> ➤ Provide access to have visual interactions. ➤ Provide access to rate the agents performance. ➤ Provisions for including images during ticket raising. 	<ul style="list-style-type: none"> ➤ Can increase the limit of the feedback ➤ Different attractive offers will be noticed to customers 	<ul style="list-style-type: none"> ➤ Giving discounts for upcoming purchases to customers who faced issue previously. ➤ Provide them with referral bonus



Thank you