

CUSTOMER CARE REGISTRY

Customer Journey



TEAM DETAILS:

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Department :ECE





Customer experience 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.

TIP
As you add steps to the experience, move each these "Three E's" the left or right depending on the scenario you are documenting.

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?	GET SOURCES The customer is alerted to the tour by a friend or a local travel agency. FACE BOOK A customer can see the tour on Facebook and share it with their friends.	Go through our manual Customer can read the manual to get an overview of the tour. chat with bot Customer can chat with the bot to get an overview of the tour.	Raise ticket By submitting issues, customers can share their experience in public. Interact with agent Customers can interact with the agents in public and privately. view status The status of a customer's ticket can be viewed at any time. view history Customers may view the history of earlier tickets they have submitted.	Rate the experience By clicking the rating buttons, users can rate their experience with the application. provide feedback Customers can rate and submit feedback on the designated area.	query resolved Finally, the customer's question or issue is resolved. user satisfaction is achieved Customers that had their issues resolved feel satisfied.
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?	Customers can access these services using PCs, tablets, mobile phones, or voice . Customers can interact with the service using voice commands or text commands.	Interact with the chat bot going through the user manual	Interact with the chat bot The chat bot will guide the customer to the right agent to start. The chat bot will guide the customer to the right agent to start.	By clicking the rating buttons, users can rate their experience with the application. In the feedback section, customers can rate their experience with the application.	Customers can provide their feedback on the application. Customers can rate their experience with the application.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Research of the tour The customer wants to know more about the tour. Please help me to avoid the tour The customer wants to avoid the tour.	Please explain the tour to me The customer wants to know more about the tour.	Research of the tour The customer wants to know more about the tour. Interact with the chat bot The customer wants to know more about the tour. Interact with the chat bot The customer wants to know more about the tour.	Please help me to avoid the tour The customer wants to avoid the tour. Please help me to avoid the tour The customer wants to avoid the tour.	Please help me to avoid the tour The customer wants to avoid the tour. Please help me to avoid the tour The customer wants to avoid the tour.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The services provided by the application are useful to the user. Services provided by the application are useful to the user.	It's good to interact with the chat bot. It's good to interact with the chat bot.	It's good to interact with the chat bot. It's good to interact with the chat bot.	It's good to interact with the chat bot. It's good to interact with the chat bot.	It's good to interact with the chat bot. It's good to interact with the chat bot.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.
Areas of opportunity How might we make each step better? What does do we have? What have others suggested?	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.	Interacting with the application is frustrating. Interacting with the application is frustrating.



Thank you