CUSTOMER CARE REGISTRY

CUSTOMER EXPERIENCE JOURNEY MAP

TEAM DETAILS:

Team No :PNT2022TMID10739

College Name :IFET College of Engineering

Department :ELECTRONICS & COMMUNICATION ENGINEERING (B.E)

PROBLEM MEMBERS:

✓V.BALAJI

✓R.BALAJI

✓R.BALAKUMARAN

✓K.KRISHNARAJ

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TEAM ID	PNT2022TMID10739
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

Template

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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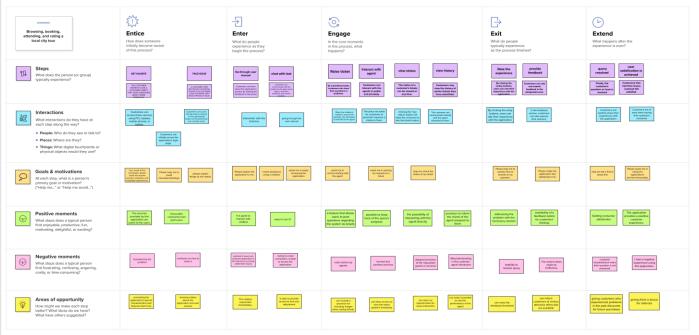**Product School**

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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 "Five Es" 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 DOUBTS — THE CUSTOMER WISHES TO USE A CUSTOMER CARE IF THEY HAVE QUESTIONS ABOUT USER	FACE ISSUE — A CUSTOMER CARE SECTION IN THE PORTAL IS WHAT THE CUSTOMER LOOK FOR WHEN THEY HAVE A PRODUCT ISSUE	Go-through user manual — Customers can search about the application's process by reading the handbook in the portal / chat with bot — Customers can communicate with the application by the agent bots for their questions and concerns	Raise ticket — By submitting tickets, customers can share their questions or problems / Interact with agent — Customers can interact with the agents in public and privately / view status — The status of a customer's tickets 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 smiley buttons, users can rate their experience with the application / provide feedback — Customers can rate and submit feedback in the designated area	query resolved — Finally, the customer's question or issue is resolved / user satisfaction is achieved — Customers that had their issues resolved felt 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, laptops, mobile phones, or tablets. / Customers can initially access the application's login page.	Customers can access the services by clicking on the appropriate button in the portal they are currently using.	Interaction with the chat box / going through the user manual	When the chatbot is unable to answer the question, the interaction is routed to the agent / The place set aside for customers to post their inquiries is visible to them / Clicking the "see status" button will allow the consumer to see the tickets status / The customer can communicate directly with the agent allocated to them	By clicking the smiley buttons, users can rate their experience with the application / In the feedback section, customers can also express their opinions	Customers can publicly share their experiences with the application / Customers are at ease when having their questions answered
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		As a result of the exchanges, please assist me acquire answers, solutions, and enjoyable experiences. / Help me to avoid misunderstandings. / please explain things to me clearly.	Please explain the application to me. / I need assistance using a chatbot. / assist me in easily accessing the application	assist me in communicating with the agent / assist me in posting my request as a ticket / help me check the status of my ticket	Please help me to quickly find an answer to my question. / Please make the application feel satisfying to me.	help me tell a friend about this / Please assist me in rating the application's services favourably.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		The services provided by this application are useful to the users / favourable comments from past users	It is good to interact with chatbox / easy to use UI	a feature that allows users to post questions regarding the system as tickets / possible to keep track of the query's progress / the possibility of interacting with the agent directly / provision to inform the clients of the agent assigned to them	addressing the problem with the necessary solution / availability of a feedback option for customers' feelings	Getting consumer satisfaction / The application provides a positive customer experience.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		frustrated by the problem	confusion on how to solve it	customer's team over using the application at the moment corrupts the system / needing to re-load connection, unable to access the application	rude actions by agents / hurried and careless services / delayed provision of the requested goods or services / Misunderstanding in the customer-agent interaction	Inability to resolve query / The actions taken might be ineffective.	customer dissatisfaction when their question is not answered / I had a negative experience using this application.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		promoting the application's special characteristics and features that it has	showing videos about the application and user reviews	The chatbot responded immediately / is able to provide access to font size adjustment	can include a provision for including images when raising tickets / can allow access to view the status update's timestamp / can open up opportunities for visual interaction / can make it possible to rate the performance of the agent	can raise the feedback threshold / can inform customers of various attractive offers that are available	giving customers who experienced problems in the past discounts for future purchases / giving them a bonus for referrals

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THANK YOU