

CUSTOMER CARE REGISTRY



CUSTOMER JOURNEY MAP

TEAM DETAILS

Team ID : PNT2022TMID10750

College : IFET college of engineering

Department : ECE

MEMBERS

- ✓ Blessed raj P
- ✓ Hariprasath G
- ✓ Anbarasu T
- ✓ Manikandan B



CUSTOMER JOURNEY MAP



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.

Created in partnership with



[Share template feedback](#)

1

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?	facial problem When a customer has a problem with the product, they search the portal for a customer service area. Have doubt When a client has questions regarding a product, they want to contact their customer service.	read user manual User can understand the work by reading user manual. chat with bot customer can interact with bot to clear doubts.	ticket increase speak with agent see status	Rate their experience feedback	query resolves satisfaction of user
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	To access the services customers can use PCs, laptops, mobile or tablets. By clicking perspective button customers can use the service. customers view the page page first.	interact with bot going through user manual	if the problem is not solved when interact with the bot it send to agent customer post their queries in the space customer can see the status of their problems	the customers can give rating of their experience in feedback section customer can provide feedback	Experience sharing of customers contact of user to query rate
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	customer needs to help of their customer experience to avoid problems help me	help to chat with bot help to access app	help to great questions to view ticket help	help to resolve my queries not satisfied	help to suggest brand give good feedback of the application
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	positive comments from customer	like to interact with bot easy & useful	able to track the queries need to notify the users the status agents to track	get the specified solution freedom to express feelings of customers	user satisfaction user get good experience with app
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	pressured with issue	by using the internet application query resolved unable to access app	misunderstand of agents careless and waiting service	not solved queries efforts loss	dissatisfaction of user bad experience cause of app
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	generating positively for the application get feedback after watching the results	ideas for adjusting the work of bot	ideas to avoid situation access to view the status updates	increase the list of feedback customers notify different ideas	giving discounts to attract user proving bonus



Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#)

