CUSTOMER CARE REGISTRY

Customer Journey map

TEAM DETAILS

- Team No   : PNT2022TMID10775

- College Name: IFET College of Engineering

- Department   : Electronic and communication Engineering

TEAM MEMBERS
- RAHUL M
- SELVENDIRRAN P
- RAHUL KRISHNA J
- SATHISH KUMAR S
- SATHEESH KUMAR SR

PROJECT DESIGN PHASE - 2

Customer journey map

DATE	12 November 2022
TEAM ID	PNT2022TMID10775
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

SCENARIO	ENTICE How does someone initially became aware of this processs?	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?	**Face Issue :** When a customer has any issue with the product , they look out for a customer care section in the portal **Get Doubts:** When the customer have doubts about some products , they with to use a customer care	**Chat with Bot** Customer can interact with the chatbot available on the home page of the application **Go-through user Manual** Customers can understand the workflow of the applicant by reading through the manual available in the portal.	**Raise ticket** Customer can post their quieries by raising tickets. **Interact with agent** Customers can view the tickets at any point of time **View status** Customer can view the status of the ticket	**Rate the experience** Customer can give their experience by clicking the thumbs up button **Provide Feedback** Customer can provide their feedback.	**Query Resolved ?** Finally query is resolved **User satisfication is issued ?** Customer will be satisfied with the process
Interactions What interactions do they have at each step along the way?	• Customers can use Customers can avail the Initially the PCs, laptops to access the services. • Customers can avail the services by clicking on the respective button in the portal they use	• Interactions with the chatbot • Going through the user manual.	• The interactions from the chatbot bot is diverted to with the agent when the query couldn't be tickets solved by the chatbot. • Customer can view the status by clicking the view status button.	• Customers can rate their experience with the application by clicking the smiley buttons. • Customer can also provide feedback.	• Customer can share their experience with the application in a public forum. • Customer feel comfortable in getting their queries resolved.
Goals & Motivations. At each step, what is a person's primary goal or motivation?	• Help me to get answers and get the result of the interactions. • Help me avoid making misinterpretations	• Help me to understand the applications. • Help me to suggest this to a friend. • Help me give good feedback about service of the applications.	• Help me to interact with the agent. • Help me to post my quey as tickets. • Help me to view my tickets status.	• Help me to get my query resolved without any delay. • Help me make feel satisfied with the applications.	• Help me to suggest this this to a friend. • Help me give good feedback about the services of the application.
Positive Moments What steps does a typical person find enjoyable, productive, fun, motivating ?	• This services offered in this application happen to the valuable to the users. • Positive feedback from previous users.	• It is good to interact with the chatbot. • Easy to use UI.	• Provision to post the about query in the form of tickets. • Able to track the status of the query. • Provisions to have a one to one interactions with the agents.	• Getting the required solution to the issue addressed. • Provision to express customers feelings as feedback.	• Customer satisfaction is achieved. • Customer gets a good experience with the applications.
Negative moments What steps does a typical person find confusing , costly ?	• Frustrated with the issue. • Confusion on how to solve it.	• Customer dilemma on how to get this properly query resolved using internet the application. • Unable to access the application due to poor connections.	• Rude behaviour of agents. • Careless and rushing services. • Late delivery of the requested products services.	• Query will not be resolved . • Efforts taken may go futile.	• Dissatisfaction of the customer when his query is not resolved. • Bad experience because of using this applications.
Area of opportunity How might we make each steps better?	• Making promotions about the application and its unique features. • Playing videos about the application and feedback given by the customers.	• Instant response by the chatbot. • Can provide access for adjusting font size.	• Can provide access to have visual interactions. • Can provide access to rate the agents performance. • Can give provisions for including images during ticket raising.	• Can increase the limit of the feedback. • Can notify customers about different attractive offers available.	• Giving discounts for upcoming purchases to customers who faced issue previously. • Provide them with referral bonus.

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