

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS:

Team No : PNT2022TMID39588
College Name : C Adul Hakeem College of Engg & Tech
Department : Computer Science & Engineering

PROBLEM MEMBERS :

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PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	08 October 2022
TEAM ID	PNT2022TMID39588
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	see social media campaign Hear about from friends	Conduct reach, compare features and pricing	Make a purchase	Contact customer service, Documentation, read product and service	Share the experience
TOUCHPOINTS	Social media, Traditional media , word of mouth	Social media, Websites	Website, Mobile app	Chatbot, Email notification	Social media,word of mouth Review sites
CUSTOMER EXPERIENCE	Interested, Hesitant	Curious, Excited	Excited	Frustrated	Satisfied, Excited
KPIS	customer feedback	New website visitors	Conversional rate	Waiting time, customer service score	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customerservice, Customer success



User



User first Login



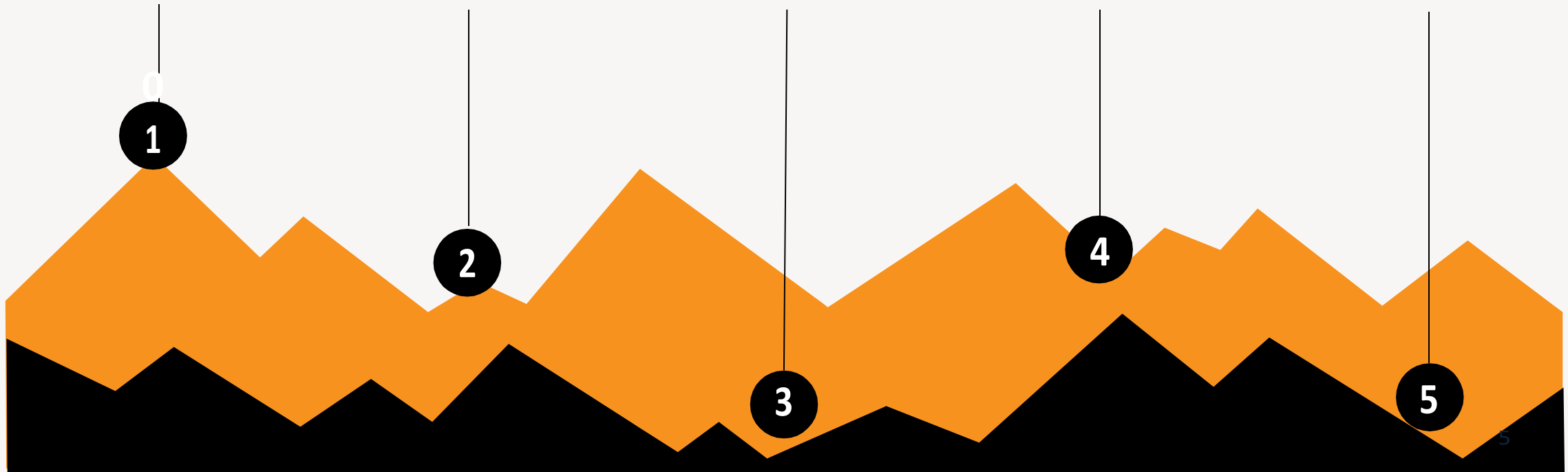
User have to Register in the web portal



User can track the issue in the Web Portal



Logout





Customer 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.

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 of 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?	Search for Support Browse for Knowledge Base for Support For recording the customer being contacted Add comment for a Specific Problem	Rating on Issue Rating on Issue Bringing a Customer Problem Bringing a Customer Problem	Waiting for the Response Waiting time for the agent to respond Monitoring/Waiting to Receive the Response Waiting for the Specific agent to respond	Closing the Issue Monitor the Ticket Closing Continually checking back after solving After closing ticket or closing the first outstanding ticket	Personalized Recommendation Recommendation Recommendation Recommendation
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?	Customer Dashboard of the Application Online, Email Support	Customer and Support Service Application Online, Email Support	Customer and Agent Customer Case Work Application	Customer and Agent Customer Case Application Ticket Closing	Customer email
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem to be solved 24/7 Support	Not Recording and Ticket Management Monitor Support from Application	Supporting the customer on time 24/7 Support	Managing time for Customer Response Monitor Response	Help to customer get solution for their problem
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Support received at a high response	Monitors Monitoring to Customer	Most Experienced Agents	Managing the solution of Customer issue	Agent who could solve customer's problem
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	Not Responding	Slowest Ticket Closing to solve problem	Waiting time Customer Problem	Waiting to build the ticket
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Automated Routing Delayed Response Automated Ticket Closing	Automated Response Mapping Ticket Response	How Connecting Ticket Evaluation Speed Response	Automated Ticket Closing Automated Routing System Patient Care Long Recording	Offer Card support Real-time monitoring