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	Customer service, Customer success

User

User first Login

Issue have to Register in the web portal

User can track the issue in the Web Portal

Logout

0

1

2

3

4

5

Customer Journey Map
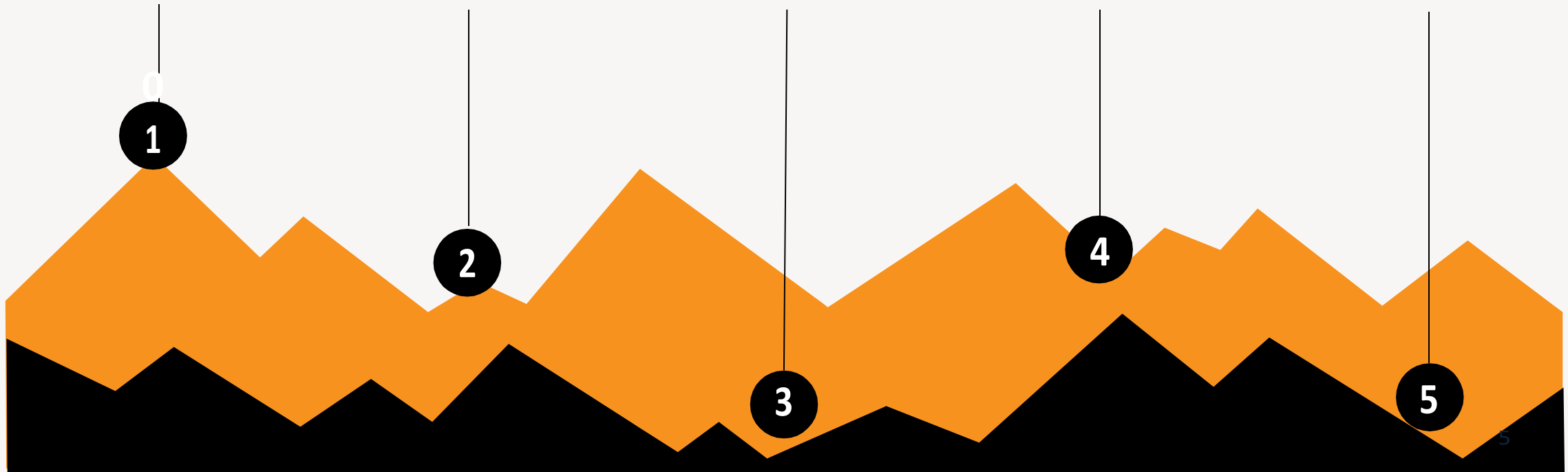
Customer journey Map

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 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?					
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?					
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")					
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?					
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?					

Customer Journey Map