

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



## **TEAM DETAILS:**

**Team No** : PNT2022TMID10762  
**College Name** : IFET College Of Engineering  
**Department** : Electronics & Communication Engineering

## **PROBLEM MEMBERS:**

- MOHANRAJ S
- MOHAMED FAIZAL M.S
- MOHAMED MUSHARAF M
- GIRIDHARAN G

# PROJECT DESIGN PHASE – II

## CUSTOMER JOURNEY MAP

DATE	7 OCTOBER 2022
TEAM ID	PNT2022TMID10762
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 MARKS

<div data-bbox="71 247 254 358"> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div> </div>	<div data-bbox="366 211 410 258"></div> <div data-bbox="366 265 428 287">Entice</div> <div data-bbox="366 294 489 339">How does someone initially become aware of this process?</div>	<div data-bbox="856 215 891 258"></div> <div data-bbox="856 265 907 287">Enter</div> <div data-bbox="856 294 958 339">What do people experience as they begin the process?</div>	<div data-bbox="1187 215 1223 258"></div> <div data-bbox="1187 265 1258 287">Engage</div> <div data-bbox="1187 294 1302 339">In the core moments in the process, what happens?</div>	<div data-bbox="1939 215 1974 258"></div> <div data-bbox="1939 265 1977 287">Exit</div> <div data-bbox="1939 294 2066 339">What do people typically experience as the process finishes?</div>	<div data-bbox="2252 215 2288 258"></div> <div data-bbox="2252 265 2321 287">Extend</div> <div data-bbox="2252 294 2379 339">What happens after the experience is over?</div>
<div data-bbox="28 372 71 425"></div> <div data-bbox="91 372 129 394">Steps</div> <div data-bbox="91 396 264 425">What does the person (or group) typically experience?</div>	<div data-bbox="461 372 558 496"> <div>Face issue</div> <div>When a customer has any issue with the product, they look out for a customer care section in the portal</div> </div> <div data-bbox="644 372 756 496"> <div>Get doubts</div> <div>When the customer has doubts about some products, they wish to use a customer care</div> </div>	<div data-bbox="856 372 952 496"> <div>Chat with bot</div> <div>Customers can interact with the chatbot available on the home page of the application to get their basic doubts clarified</div> </div> <div data-bbox="1001 372 1098 496"> <div>Go-through user manual</div> <div>Customers can understand the workflow of the application by reading through the manual available in the portal</div> </div>	<div data-bbox="1263 372 1360 496"> <div>Raise ticket</div> <div>Customers can post their queries/issues by raising tickets</div> </div> <div data-bbox="1409 372 1505 496"> <div>Interact with agent</div> <div>Customers can have both public and private interaction with the agents</div> </div> <div data-bbox="1554 372 1651 496"> <div>View status</div> <div>Customers can view the status of their tickets at any point of time</div> </div> <div data-bbox="1724 372 1821 496"> <div>View history</div> <div>Customers can view the history of previous tickets raised by them</div> </div>	<div data-bbox="1969 372 2066 496"> <div>Rate the experience</div> <div>Customers can rate their experience with the application by clicking the rating buttons</div> </div> <div data-bbox="2089 372 2186 496"> <div>Provide feedback</div> <div>Customers can provide their feedback in the allocated space</div> </div>	<div data-bbox="2290 372 2387 496"> <div>Query resolved</div> <div>Finally, customer query/issue is resolved</div> </div> <div data-bbox="2410 372 2507 496"> <div>User satisfaction is achieved</div> <div>Customers who got their issues clarified get a feeling of satisfaction</div> </div>
<div data-bbox="28 539 71 592"></div> <div data-bbox="91 539 180 561">Interactions</div> <div data-bbox="91 564 270 592">What interactions do they have at each step along the way?</div> <div data-bbox="91 606 295 686"> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul> </div>	<div data-bbox="397 582 486 636">Customers can use PC, laptop, mobile phones or tablets to access these services</div> <div data-bbox="535 582 626 636">Customers can avail the services by clicking on the respective button in the portal they use</div> <div data-bbox="675 582 772 636">Initially the customers can view the home page of the application</div>	<div data-bbox="886 582 978 636">Interaction with the chat bot</div> <div data-bbox="1026 582 1116 636">Going through the user manual</div>	<div data-bbox="1263 582 1378 636">The interaction from the chat bot is diverted to user, the agent when the query couldn't be solved by the chat bot</div> <div data-bbox="1409 582 1498 636">Customer can view the space provided for them to post their query</div> <div data-bbox="1554 582 1668 636">Customer can view the status of the ticket by clicking the view status button</div> <div data-bbox="1724 582 1839 636">Customer can have a direct interaction the agent assigned to them</div>	<div data-bbox="1969 582 2058 636">Customers can rate their experience with the application by clicking the rating buttons</div> <div data-bbox="2089 582 2178 636">Customers can also provide feedback in the feedback section</div>	<div data-bbox="2290 582 2379 636">Customers can share their experience with the application in a public forum</div> <div data-bbox="2410 582 2499 636">Customers feel comfortable in getting their queries resolved</div>
<div data-bbox="28 725 71 778"></div> <div data-bbox="91 725 244 746">Goals &amp; motivations</div> <div data-bbox="91 749 264 811">At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div data-bbox="410 735 499 789">Help me get answers, solutions and pleasant experiences as a result of the interactions</div> <div data-bbox="558 735 654 789">Help me avoid making misinterpretations</div> <div data-bbox="703 735 800 789">Help me understand things clear</div>	<div data-bbox="856 735 945 789">Help me to understand the application</div> <div data-bbox="958 735 1047 789">Help me to interact with chatbot</div> <div data-bbox="1059 735 1149 789">Help me to access the application with ease</div>	<div data-bbox="1251 735 1352 789">Help me to interact with the agent</div> <div data-bbox="1467 735 1569 789">Help me to post my query as tickets</div> <div data-bbox="1684 735 1786 789">Help me to view my ticket status</div>	<div data-bbox="1951 735 2053 789">Help me to get my query resolved without any delay</div> <div data-bbox="2079 735 2181 789">Help me make feel satisfied with the application</div>	<div data-bbox="2270 735 2372 789">Help me to suggest this to a friend</div> <div data-bbox="2410 735 2512 789">Help me give good feedback about the services of the application</div>
<div data-bbox="28 861 71 913"></div> <div data-bbox="91 861 226 882">Positive moments</div> <div data-bbox="91 885 270 925">What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div data-bbox="479 868 578 922">The services offered in this application happen to be valuable to the users</div> <div data-bbox="621 868 718 922">Positive feedback from previous users</div>	<div data-bbox="876 868 978 922">It is good to interact with the chat bot</div> <div data-bbox="1021 868 1118 922">Easy to use UI</div>	<div data-bbox="1263 868 1378 922">Provision to post the about query in the form of ticket</div> <div data-bbox="1421 868 1510 922">Able to track the status of the query</div> <div data-bbox="1554 868 1651 922">Provision to have a one-to-one interaction with the agent</div> <div data-bbox="1724 868 1821 922">Provision to notify the customers the agent allocated to them</div>	<div data-bbox="1951 868 2053 922">Getting the required solution to the issue addressed</div> <div data-bbox="2079 868 2181 922">Provision to express customer's feelings as feedback</div>	<div data-bbox="2257 868 2359 922">Customer satisfaction is achieved</div> <div data-bbox="2384 868 2486 922">Customer gets a good experience with the application</div>
<div data-bbox="28 996 71 1049"></div> <div data-bbox="91 996 234 1018">Negative moments</div> <div data-bbox="91 1021 282 1061">What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div data-bbox="453 1011 555 1065">Frustrated with the issue</div> <div data-bbox="606 1011 708 1065">Confusion on how to solve it</div>	<div data-bbox="894 1011 1009 1065">Customer's dilemma on how to get his/her properly query resolved using the application</div> <div data-bbox="1021 1011 1105 1065">Unable to access the application using due to poor connection</div>	<div data-bbox="1251 1011 1352 1065">Rude behaviors of agents</div> <div data-bbox="1421 1011 1523 1065">Careless and rushing service</div> <div data-bbox="1569 1011 1666 1065">Late delivery of the requested products/ service</div> <div data-bbox="1724 1011 1821 1065">Misunderstanding involved in the interaction between customer and agent</div>	<div data-bbox="1951 1011 2053 1065">Query will not be resolved</div> <div data-bbox="2079 1011 2181 1065">Efforts taken may go futile</div>	<div data-bbox="2257 1011 2359 1065">Dissatisfaction of the customer when his/ her query is not resolved</div> <div data-bbox="2384 1011 2486 1065">Bad experience because of using this application</div>
<div data-bbox="28 1160 71 1213"></div> <div data-bbox="91 1160 252 1182">Areas of opportunity</div> <div data-bbox="91 1185 264 1225">How might we make each step better? What ideas do we have? What have others suggested?</div>	<div data-bbox="453 1160 555 1215">Making promotions about the application and its unique features</div> <div data-bbox="606 1160 718 1215">Playing videos about the application and feedback given by the customers</div>	<div data-bbox="894 1160 983 1215">Instant response by the chatbot</div> <div data-bbox="1009 1160 1105 1215">Can provide access for adjusting font size</div>	<div data-bbox="1251 1160 1352 1215">Can give provision for including images during ticket raising</div> <div data-bbox="1421 1160 1523 1215">Can provide access to view the timestamp of the status update</div> <div data-bbox="1569 1160 1666 1215">Can provide access to have visual interaction</div> <div data-bbox="1724 1160 1821 1215">Can provide access to rate the agent's performance</div>	<div data-bbox="1951 1160 2053 1215">Can increase the limit of the feedback</div> <div data-bbox="2079 1160 2181 1215">Can notify customers about different attractive offers available</div>	<div data-bbox="2270 1160 2372 1215">Giving discounts for upcoming purchases to customers who faced issue previously</div> <div data-bbox="2410 1160 2512 1215">Providing them with referral bonus</div>



**THANK YOU**