



How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically experience as the process finishes?



What happens after the experience is over?



The right software should be implemented Avoid duplicate Enabled canned replies replies Read the guidelines Touchpoints during the coversation Comparing the prices

Frequently customer spends more

Lead to happier customer

Add address Contact numbe And mail id Collecting the feedbacks

Share much as possible in social media

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?

Knowing the experience of the product

Loyalty is important To improve the end user experience

Interactions occur in bot or chat box

Looking at the reviews of the product

Should have an basic android phone

Speed of the internet should be in the latest generation

Options should be available in the chat

Direct interactions with the guide, and potentially other group members

Interactive voice response systems

Through call centers queries are taken



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Increase customer satisfaction

Reduce customer wait time promoter score

Reduce cost per

Brand imager

Product Knowledge Enhance

sales

Be empathetic

Average handle time

Boost Sales Increase the rate of revenue



Positive moments

What steps does a typical personfind enjoyable, productive, fun, motivating, delightful, or exciting?

Use auto-replies

Public image

Provide a trial period



Negative moments

What steps does a typical personfind frustrating, confusing, angering, costly, or time-consuming?

Work on irregular Schedule

Handling angry customers

Experience burnout and stress

Lack of empathy and rude behavior

Communicatio n gap

Unable to communicate in regional language



over quantity

Ouality Management

Listening skills Tenacity Upsells and rewards learn