Project Design Phase-II
Customer Journey Map

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Team ID	PNT2022TMID17919
Project Name	Project – Data Analytics for DHL Logistics Facilities

SCENARIO

Shipping service, Transport, Tracking Location, Delivery & Rating

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	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?

Steps
What does the person (or group) typically experience?

Entice			Enter			Engage				Exit		Extend	
Pack it up	Transporting the goods	Book your Shipment	Package items	Service	Complete Payment	Website and Track	Identify	Surcharges	Safety & Security	Prompt for Review	Verifying and Submitting Review	Action	Recommendation For Service
Customer is responsible for packing your own shipment. Do your best to protect your shipment adequately both internally and externally.	Prepare the needed document and pass the goods	Customer need to Book the shipment time and choose the service & mode of transport.	Once the customer package received the package will be checked and stored	Checking the service and move on to the process	Measure the Service and Fix a rate and complete the payment process	Customer Will get Tracking Status id So User can track location in website	Identifying the Cities more number delivery service	Highlighting the Normal delivery charges and Speed post	Door to Door Delivery Service with safety	Knowledge about the user's Satisfaction	Verify the Customer using OTP and Get Feedback	Necessary actions to the damage of products	Recommend them to use our latest service and update our service oftenly

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?

Entice			Enter			Engage			Exit		Extend	
Initial Guidelines Provided to the customer	DHL global services through air, water and ground	Domestic road freight service for palletized cargo.	International and Domestic Delivery services for parcels and documents	Depending upon origin and destination deadline determined	Handling of Oversized goods	Pick date and time specifed	Mobile phones to track customer address	Identifying the Cities and Countries more number delivery service	Pos to swipe and pay by customer for the services	Successful completion of Services	Provide a Chat and customer Service to interact	Status of Each Delivered product see through the mobile devices

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

Entice			Enter		Engage		Exit		Extend	
Safety of products and customer satisfaction	Getting the tracking ID or number for the product	Successful registration of Order	Shifting of Products as that of predefined	Time scheduled for the product	Separation of goods according to the cities and states	Classify the Cities and States	Avoid wrong routes helps in time and fuel cost	Cost efcient for the Customers	Global Forwarding & Freight	Access to powerful shipping tools with MyDHL¹

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice		Enter		Engage		Exit		Extend	
Extra Gift provide with their product	Safe and Secure package	Delivering the electronic products	Product Transporting procedures	Goods are neither oversized nor undersized	Dangerous goods are processed with precautions	Make a Separate Road lines to deliver fast	Early Delivery	Frequent Usage of Service	Confidences after analyzing

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice			Enter		Engage		Exit		Extend	
Rude Delivery agent	Wrong address	Server Issue	Error in getting tracking ID	Invalid address specified during registration	Parcel and Document Shipping Registration	Overloading of objects more than expected	Damage Items	Late Delivery	Strike Issue	Delay in Deliver

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice		Enter		Engage		Exit		Extend	
Reduction of time in post and mail through the fast ways and internet	New Marks to improve the business	Acknowledgement from the target to source about that status	Pickup Time and place suggested by the Customer	Increase the Accuracy and calculating the error	Maintain the Server regularly	Reduce the Traffic	New marks to improve the business	Don't take unnecessary Routes & Save Petrol	Take all goods in one load