CUSTOMER CARE REGISTRY

PROJECT DESIGN PHASE – 02

CUSTOMER JOURNEY MAP

TEAM ID	PNT2022TMID02958
PROJECT NAME	Customer Care Registry

CUSTOMER JOURNEY MAP:

Phases	Motivation	Information Gathering	Analyzes other Help desk	Chooses the most efficient way	Ticket Resolved
Actions	Wants to solve customer issue	Wants to choose efficient way	Comparing other help desk	Existing interface is efficient compared to other help desk	By assigning Agent
TouchPoints	The customer gets excited	After raising issue no proper response fom agent	The user amsued by the services provided by the admin	After assigning agent admin not noticing the process	After solving problem not updated properly to customer
Customer Feeling	😃	😖	😃	😐	🙁
Customer Thought	customer thinks raising issue will be resolved	customer thinks it will take more duration	customer thinks alter solution will be available	the agent assigned solving the issue on time	the customer will think the interface will be user friendly
opportunities	The customer get better service	The customer know about the process through email	The customer aware of the actions taken by agent	The customer comes to know which help desk is better	The customer will enjoy the journey

Customer journey map

Persona

Ordinary people

Scenario

The consumer visits the website, logs in with his or her credentials, and then files a complaint. He can also see pending and completed complaints. He can see the number of pending and completed complaints. Customers' complaints can be viewed and processed by the administrator.

Awareness	Consideration	Purchase	Onboarding	Advocacy

User actions

Enquires with pals on how to complaint	Checks to see if his/her complaint is legitimate.	Launches the customer service webpage.	Enters the complaint and clicks the submit button.	The complaint is received and resolved by the administrator.	The customer's concern has been handled.
Consider the complaint and make a decision.	Thoroughly inspects the received merchandise	Login with his or her credentials	Can see the number of pending and finished complaints.	Changes are made on the consumer side.	Provides a rating for the service provided.

Touchpoints

- Product adverisement
- Landing page
- Search bar
- Customer care site
- Include a description of the complaint.
- Customer review page
- E-commerce site
- Category page
- Login/sign-up page
- Navigation links
- Product pages
- Page for filing complaints
- View the number of pending complaints and the completed page.

Emotions

Pain points

	Products are no longer available.	Poor-quality products		Long response time for customer service

Possible solutions

	Stock up on items as they become available and when they sell out.	Product quality must be thoroughly checked.		Create a sufficient level of client service.