

CUSTOMER CARE REGISTRY

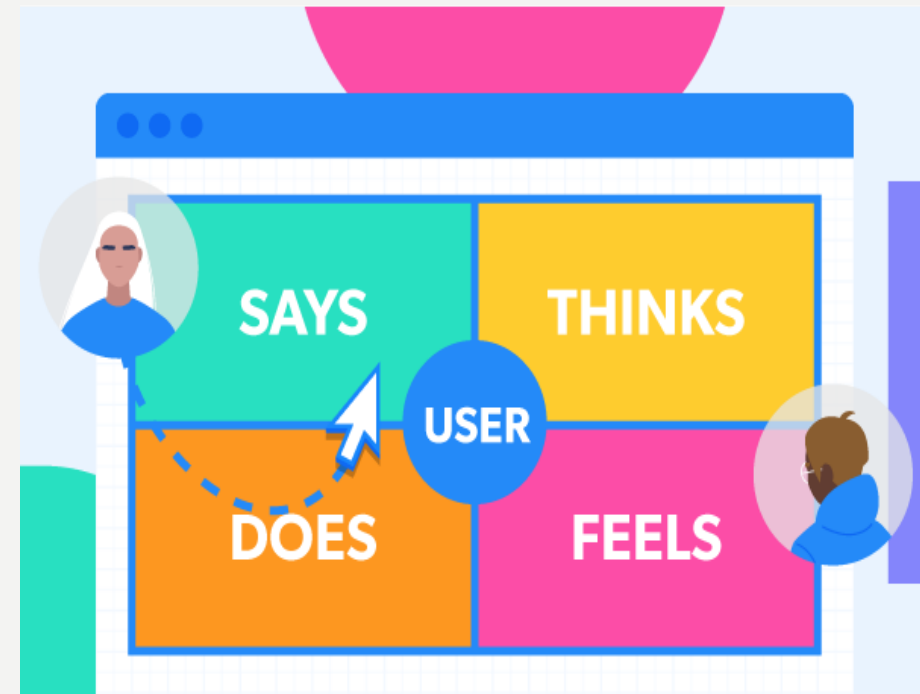


SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF INFORMATION TECHNOLOGY

TITLE	Customer Care Registry
DOMAIN	Cloud Application Development
TEAM ID	PNT2022TMID02958
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EMPATHY MAP



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

CUSTOMER CARE REGISTRY

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

What do they
SEE?
Environmental friends
what the market offers

What do they
HEAR?
what friends say
what boss say
what influencers say

Easy to find service

Lots of
recommendation

variety of service

known the service
provident details

They want you to
give them
consistent answers

Low price

Is service will be
worthy?

How the company
will maintain their
position in market?

Is service phone
number available?

Is web page
responsible?

Is the environment
will be in friendly
manner?

What my friends
and family think
about m employee?

Is service be cost
efficient?

This is a product
quality

Is variety of service
provided?

Providing
communication
directly to the user
and customer

Had a chat support
to answer some
queries referred to
the platform

Personalize the
customer
experience

Customer service is
a continuous
learning process

Handling the
difficult situation

Responding quickly

how long I have to
wait?

customer
satisfaction

should supports
outs

What type of
customer came?

Attentive
Listening

Selective listening

where should I look
for?

Where I should
start

Responding quickly

What friends say?

What do they
HEAR?

what friends say
what boss say
what influencers say

What customer
expects?

Follow up when
problem is solved

Instant ready

Interactive user
interface

PAIN
tears
frustrations
obstacles

Need to re
purchase often

Finances price
increases

Lots of manual
work

Slow software

Providing
assurance an repair
services

Help center

Benefits for the
customer

User satisfaction

Service Delivering

Tracking the
services

GAIN?
"wants" I needs
measures of
success obstacles

Easy of
conveniences

Unnecessary of
long process

Lack of strategies

Lack of
information for
agents

Exploiting available
data

THANK YOU

