

IBM PROJECT



CUSTOMER CARE REGISTRY

A user-friendly virtual agent



AGENDA

- Introduction
- Team Details
- Project Design Phase 2 (Customer Journey Map)
- Conclusion



INTRODUCTION

An online comprehensive Customer Care Solution is to manage their customer interaction and complaints with the Service Providers over phone or through messages and e-mail. The system should have capability to integrate with any Service Provider from any domain or industry like Banking, Telecom, Insurance, etc.



TEAM DETAILS

Team No: PNT2022TMID02887

College Name: SRI KRISHNA COLLEGE OF
ENGINEERING AND TECHNOLOGY

Department: INFORAMTION TECHNOLOGY



TEAM MEMBERS:

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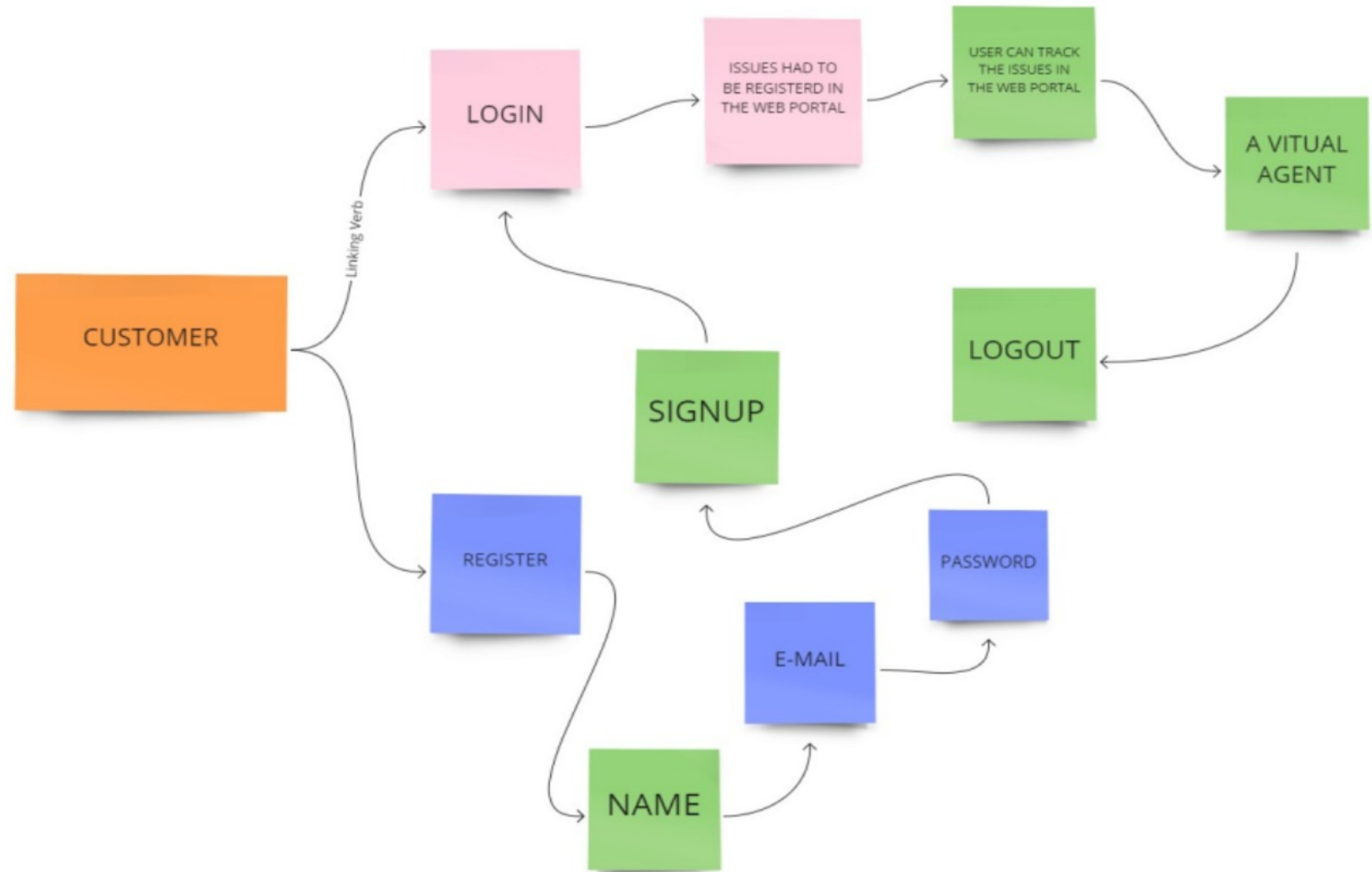
DHIVESH D

CHANDRU S

PROJECT DESIGN PHASE 2 (CUSTOMER JOURNEY MAP)

DATE	11.10.2022
TEAM ID	PNT2022TMID02887
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 MARKS

STAGE	AWARENESS	CONSIDERATIONS	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	see social media campaign hear about from friends	conduct reach, compare features and pricing	make a purchase	contact customer service, documentation, read product and service	share the experience
TOUCHPOINTS	social media, traditional media, word of mouth	social media, websites	website, mobile app	chatbot, email notification	socaial media word of mouth review sites
CUSTOMER EXPERIENCE	interested, hesitant	curious, excited	excited	frustrated	satisfied, excited
KPIS	customer feedback	new website visitors	conversional rate	waiting time, customer service score	customer satisfaction score
RESPONSIBLE	communications	communcations	customer service	customer service	customer service, customer success





Customer journey Map

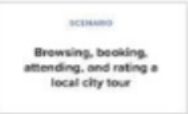











Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

 Scenario Browsing, booking, attending, and rating a local city tour	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Steps What does the person (or group) typically experience?	<div>Search for Support</div> <div>Browse for Knowledge Base for Issues</div> <div>For requesting the customer facing products</div> <div>Self resolving for a Specific Problem</div>	<div>Noting an Issue</div> <div>Noting an Issue</div> <div>Bringing a Usable Problem</div> <div>Bringing a Usable Problem</div>	<div>Waiting for the Response</div> <div>Taking time for the Agent to Respond</div> <div>Remarking Potential to Receive the response</div> <div>Waiting for the Specific Agent to respond</div>	<div>Closing the ticket</div> <div>Receiving the Ticket Closing</div> <div>Completing closing the ticket after solving</div> <div>After solving ticket or closing the ticket consuming tickets</div>	<div>Personalized Recommendation</div> <div>After completing customer experience after interaction</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">• People: Who do they see or talk to?• Places: Where are they?• Things: What digital touchpoints or physical objects would they use?	<div>Customer</div> <div>Download of the Application</div> <div>Chatbot, Email Support</div>	<div>Customer and Administrator</div> <div>Source Application</div> <div>Chatbot, Email Support</div>	<div>Customer and Agent</div> <div>Customer Case</div> <div>Email Notification</div>	<div>Customer Administrator and Agent</div> <div>Customer Case Application</div> <div>Ticket Closing</div>	<div>Customer email</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Problem to be solved</div> <div>24-7 Support</div>	<div>Fast Resolving and Time Manager</div> <div>Positive Support from Application</div>	<div>Solving the Issues on time</div> <div>All time Support</div>	<div>Managed time for accurate Response</div> <div>Positive Navigation</div>	<div>Help to customer get solutions for their problems</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Ticket resolved at a quick response</div>	<div>Memory Resolving in Customers</div>	<div>Most Experienced Agents</div>	<div>Managing the duration of Customer time</div>	<div>Agent should solve customer's problems</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Delayed response</div>	<div>Not Responding</div>	<div>Time-out Tickets leading to lost clients</div>	<div>Waiting Time Customer Tickets</div>	<div>Waiting an hour for new reply</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Automated Routing</div> <div>Delayed Response Automated Ticket Closing</div>	<div>Automated Navigation Mapping</div> <div>Smart Responding</div>	<div>Time Consuming Ticket Evaluation</div> <div>Speedy Responding</div>	<div>Automated Ticket Closure</div> <div>Automated Routing</div> <div>System Failure Data Loss Resolving</div>	<div>Offer best support</div> <div>Reduce waiting time</div>

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