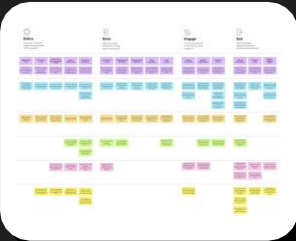


# Customer experience journey map

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.

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right, depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Register</div> <div>Login</div> <div>The customer will register the web application</div> <div>The customer will login the pge and enter the details</div>	<div>Contact Agent</div> <div>Issues declaration</div> <div>If any problem occurs the customer contact the agent</div> <div>If the customer have any queries they will send message to the agentt</div>	<div>Request accept</div> <div>Response for queries</div> <div>The agent will accept the customer queries</div> <div>The agent response to the customer</div>	<div>Rating</div> <div>Customer will give the feedback</div>	<div>Satisfaction</div> <div>The customer will leaves with a satisfaction</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div>	<div>Show empathy and gratitude</div> <div>The customer service interact with the customer</div> <div>Interact through message</div>	<div>Go where your customers are</div>	<div>Use customer feedback to develop an in-depth understanding of your customers</div> <div>Active response to the customer</div> <div>Strong problem solving skills can help you identify an issue, access the possible options, choose the best solution and then implement it.</div>	<div>Delight your customer whenever you can</div>	<div>Customer satisfaction</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to see the queries rectified or not</div> <div>stay equipped to take on new issues as they arise</div> <div>To work with the customer to help them get better use out of the product or services</div> <div>The key good customer service is building good relationship with your customer</div> <div>Important goals for your customers is reducing how long they wait for a response</div>	<div>A customer service goal should be to address and solve problems for the customer.</div> <div>making it easy for customers to get in touch.</div> <div>Increase the response from customer care</div> <div>Make it easy customer service mobile friendly</div>	<div>Ask for and act on customer feedback.</div> <div>Resolving the customer's issue</div> <div>Creating an emotional connection.</div> <div>Make it easy customer to get in touch</div> <div>Importance customer satisfaction</div>	<div>Humanize the customer experience</div> <div>Clear communication</div> <div>Be an accountability partner with your customer</div>	<div>Creating an emotional connection</div> <div>Increasing customer loyalty</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Customer can receive a quick response</div> <div>Your passion and care for the customer is inspiring</div> <div>Customer care will respond the customer in kind manner</div> <div>Build a culture of caring</div>	<div>The customer experience starts with a queries and ends with a solution</div>	<div>Thinking the customer and promoting a positive, helpful and friendly environment will ensure they leave with great impression</div> <div>The number one skill you need to excel in for good customer service is problem-solving</div>	<div>Act on a customer feedback</div> <div>If the customer care will give fast response then the customer gives the high rating</div>	<div>Customer satisfied with all the responses from customer care</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>sometime the agent won't reply any queries in proper way ,it may be irritating</div> <div>Reluctance to respond</div>	<div>Long wait times and response times</div>	<div>No first call resolution</div> <div>Lack of follow up</div> <div>Customers hate having to endure unnecessarily long interactions, especially when they're kept on hold for a quick query</div>	<div>Not taking customer feedback regularly</div> <div>Failure to provide real-time support</div>	<div>When customer feels their expectation were not met</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Web application</div>	<div>Web application</div>	<div>Web application</div>	<div>Web application</div>	<div>Web application</div>

