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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Open example

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 E's" the left or right depending on the scenario you are documenting.

SCENARIO
AI BASED DISCOURSE FOR BANKING INDUSTRY

	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?	People around the world are warming up to the idea of using chatbots in banking. / using WhatsApp chatbots to engage with their customers. • the increase in demand for online services, the need to have online chatbot help is high.	AI chatbots in banking allow customers to use banking services even on the holiday. / While one chatbot talks about the banking industry, it is truly vast. • Innumerable services that are offered that help for chatbot customer	Using an chatbot in banking websites will let customers get answers to their queries instantly. • Instead of being handed over to a new agent the chatbot can give an update. • A smart AI-powered chatbot can automate up to 80% of the queries. • AI trains itself to provide a better service nexttime. • Chatbot improves the self-service experience too	A bank needs to get new customers to keep growing. • the banking chatbot can greet the user and share the right information in the right direction.	A bank needs to get new customers to keep growing. • chatbots help the bank offer customers and personalised strategies.
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?	Banking chatbots, by asking relative questions, can also profile users. / Chatbot can qualify leads, send targeted messages and increase conversion • Chatbot want to be able to receive notifications about all their transactions instantly.	AI chatbots can inform customers with this information • With proactive communication, customers trust the bank more. / Bank's AI can then verify these documents and do this in real-time	The bank can send confirmation right after receiving all necessary docs • Chatbot schedule an appointment to take things forward. • AI in banking assures collaborative assistance across platforms • Chatbot allow banks to deliver informed value services. • Chatbot easy assistance across social media platforms	Chatbot gives instant messaging apps, android apps and websites. • AI in banking allows the customers to get personalised suggestions anytime.	By chatbot, customer feels more connected with the banks. • On the other hand, chatbots offer contextual messaging.
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Chatbots in banking industries can help customers with issues that can be non-complex but urgent. / AI chatbot allows customers to complete the entire process without waiting on the phone • AI-powered chatbots ensure customers feel as customer communication	Chatbot ensure a hassle-free customer journey at every step of the way. • Chatbot help manage customer requests with instant • chatbots are part of the communication strategy on a round-the-clock basis.	Chatbot improve the average response time. • chatbots can help customers a great level of consistency • Bots can ensure a touch of personalization by engaging customers • AI-powered bots come with omni-channel messaging support features • customers can book orders or do transactions without any human help	Chatbots capabilities can help redefine customer service in a big way. • AI-powered chatbot and deliver a slew of benefits to your customers.	Chatbots can deliver consistent answers • Chatbot helps you avoid dishing out irrelevant information to customers.
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Chatbots are smart enough to analyze responses based / Chatbot engage at a personal level and drive conversations. • chatbot to meet that goal and enhance their experience	chatbots for lead generation to guide customers in making quick decisions. • AI bots lead generation and ensure higher conversion rates. / a chatbot engages the customers by giving personalized recommendations	Implementing chatbots is an investment to optimize customer service costs. • With chatbots, a business can reduce costs • AI-bots can be scaled during the peak hours of business • bots also reduce a significant amount of money • Chatbots incorporate and deliver a tailored experience	Automation with chatbots lowers the chance of human errors • AI chatbots act as an opportunity that eases agents	Banks can also use AI bots to automate help for typical issues • ChatBots also help maintain records of customers
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Chatbots are not human and so obviously they cannot interact as a human with customer / Chatbot sound too mechanical and can only give answers to problems • Chatbot responses to customers and avoid losing them to competitors.	Chatbot cannot show any emotions if needed • Chatbot also cannot maintain a natural-sounding conversation in-depth with customers / Chatbots are still a basic Artificial Inteligence technology	Chatbot cannot solve complicated queries • complex programming and is not easy for companies • Chatbots can't answer all the queries • Certain chatbots are poor in processing and takes time to filter results • Different chatbots require different installation procedures	Certain chatbots require limited availability of data • Chatbots are poor in making decisions unlike human beings	Certain chatbots are poor in memory and do not store past conversations. • Chatbots require more efforts from user point of view.
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Chatbots for banking bring improvement in customer experience and expand their reach. / Chatbots Use Case In Handling Suspicious Activities • Chatbots Use Cases In Addressing Urgent Issues	Chatbots enable users to apply for services like loans • the bots are programmed to send alerts to the respective issues / Chatbots for the banking market have taken up a revolutionary role by bringing exceptional use cases	AI assistants can also provide balance estimates • The chatbots provide suggestion to the users along with numerous a • Chatbots Timely notifications to keep customers updated • Chatbots Better user experience through personalized interactions • Chatbots increased user engagement	Chatbots Real-time answers to simple queries • Chatbots for online banking services include the implementation	chatbots in banking enhance customer experience by speeding up response times. • Banking Chatbots can also provide useful information that is related to the latest bank schemes