

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

# TEAM DETAILS:

Team No : PNT2022TMID13422

College Name : P.S.R Engineering College,Sivakasi

Department : Computer Science & Engineering

# PROJECT MEMBERS :

- ☐ VIGNESH K
- ☐ YOGA VIGNESH MK
- ☐ VIJAYAKUMAR B
- ☐ SURYA V

PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	
TEAM ID	PNT2022TMID13422
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

STAGE	AWARENESS	CONSIDERATION	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	Social 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	Communications	Customer service	Customer service	Customer service, Customer success



User



User first Login



Issue have to Register in  
the web portal



User can track the  
issue in the Web  
Portal



Logout

1

2

3

4

5



## 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.

 Browsing, booking, attending, and noting a local city tour	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Steps</b> What does the person (or group) typically experience?	 Search for Support Browse the Knowledge Base for Issues For sending the customer's first problem Get working for a specific problem	 Reading an Issue Noting an Issue Working a Customer Problem Resolving a Customer Problem	 Writing for the Response Using the for the Agent to Respond Resolving the Issue to Reduce the Impact Resolving the Issue to Reduce the Impact	 Using the Issue Resolving the Issue Resolving the Issue to Reduce the Impact Resolving the Issue to Reduce the Impact	 Recommending Recommendations Recommending Recommendations
 <b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	 Customer Knowledge of the Issue Customer First Support	 Customer and Agent Customer Support Customer First Support	 Customer and Agent Customer Support Customer First Support	 Customer and Agent Customer Support Customer First Support	 Customer and Agent
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 Helping the agent Get it fixed	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent
 <b>Positive moments</b> What steps does a typical person find engaging, productive, fun, motivating, delightful, or exciting?	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent	 Get working with the agent Get working with the agent

Thank you