Visualize the **Customer** and **Employee** interactions and touchpoints using Journey Mapping

Workingasagroup,maptheexperienceofthepeopleyourcompanyserveslevergingthecustomer'sfecycle. Includecustomerbehaviors,touchpoints,andattitudes/emotions.Next,maptheexperienceoftheemployees engagedinfacilitatinganddeliveringthecustomerexperience.Includeinternalprocesses,teams/groups,systems/ toolsandpainpoints. 4 hours

TEAM ID:
PNT2022TMID07232

PHASE

What are the high-level phases across the customer journey?

NEED | RESEARCH | SELECT

CUSTOMER EXPERIENCE

CUSTOMER BEHAVIORS

What are the actions taken by the customer?

Poor job satisfaction and pay | Not enough career opportunities | Lack of employee motivation | Poor work-life balance

TOUCHPOINTS

What channels does the customer use to reach you?

Customer can tell their Queries in Query by message — Touchpoint

Customers can also see the help to understand the working of the dashboard — Touchpoint

Customers can mail to the team while facing technical problems — Touchpoint

ATTITUDES + EMOTIONS

What attitude or emotion does the journey evoke?

Easiers customers to contact the team by the mail and receive the solution in the same time

Fix the data, that is the main problem of the customer do the connection

EMPLOYEE EXPERIENCE

INTERNAL PROCESS

What are the steps taken internally to support the customer behavior?

Offer training and development programs | Contribute to current growth and planning | Create flexible work schedule to reduce stress - regular 1:1 check-ingsetting

TEAMS + GROUPS

What teams and groups are engaged in delivering the experience?

Form a technological and action oriented team for your team

The team is responsible for providing the solution to the customers and maintaining the connection between customer and company

Work in a 24 hr rotational shift system, so that the employee can take care of their family and other responsibilities

SYSTEMS + TOOLS

What systems and tools are used to deliver the experience?

Web Engineer (Mobile and Web Cloud)

Strong some kind of languages and algorithms

Exploration Tools

ATTITUDES + EMOTIONS

What attitude or emotion does the journey evoke?

TIME

The employee's attitude is quite difficult to handle in the customer

If there is an up-to-date system, the employee will be happy and productivity rise

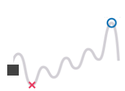
CUSTOMER BEHAVIORS | TOUCHPOINTS | ATTITUDES + EMOTIONS | INTERNAL PROCESSES | TEAMS + GROUPS | SYSTEMS + TOOLS | ATTITUDES + EMOTIONS

Everything can be lost, all approach is lost, the employee has to restart the product

The system will be changed, the employee is frustrated and it's difficult to understand

2 Identify Moments of Truth by evaluating issues and opportunities

Evaluatethejourneymaptofindissuesoropportunitiesinthe customerandemployeeexperience. 5-8 minutes



Phase:

Moment of Truth (MoT) | Lack of agility | Lack an over-all view of the situation in the problem | Over reliance on data | Translation the data from the backen | Sometimes can a lower level of landscape presentation

Phase:

Moment of Truth (MoT) | Data visual analysis | Lack of customer knowledge | Customers are not aware of the new features | Make it accessible and in the right format | Over the reach and analysis of customers

Phase:

Moment of Truth (MoT) | Provide a new brand | Lack of expert advice | Lack of agility and flexibility | Lack of customer knowledge | Lack of customer knowledge | Lack of customer knowledge | Lack of customer knowledge

3 Prepare 'needs statements' by framing 'moments of truth'

Usingthemomentsoftruth,frametheissuesandopportunities intheformoftheFollowingsportphrase:[Persona]needsaway to_____sothat_____. Identifythemessstemmingfromsimilar ideas. 10 minutes

Moment of Truth

Employee | ensure the secure data access from local or a cloud | try to design a interactive dashboard in the website

_____needs a way to_____so that_____.

Moment of Truth

Employee | avoid the problem that occurs when the user error or a dashboard

_____needs a way to_____so that_____.

Moment of Truth

Employee | problems the customer faces while using dashboard

_____needs a way to_____so that_____.

Moment of Truth

Employee | reduce the lack of network issues | Give only the required to site access efficiently

_____needs a way to_____so that_____.

Moment of Truth

Employee | try to avoid and maintain a server | Then only the dashboard access will be avoided

_____needs a way to_____so that_____ .

4 Flag the most compelling areas of focus using Visualize the Vote

Quicklyreachconsensusaboutthekeymomentsinthe experiencethatshouldbetheteam'sfocus. 20 minutes

Click the Voting Session button in the menu above

Click Start Voting

Name the voting session (e.g. 'Best impactful statements')

Change the number of votes to 3