

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP





## PROJECT DESIGN PHASE –II

### CUSTOMER JOURNEYMAP

TEAM ID	PNT2022TMID53743
PROJECT NAME	Smart Waste Management System For Metropolitan Cities
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



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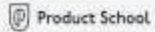
5



## 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.

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 experience in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is done?
<b>Steps</b> What does this person (or group) typically experience?	Search for support Get answers to questions Get answers to questions Get answers to questions	Getting on board Getting on board Getting on board Getting on board	Starting the process Starting the process Starting the process Starting the process	Completing the process Completing the process Completing the process Completing the process	Personalized Recommendation Personalized Recommendation Personalized Recommendation Personalized Recommendation
<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 Customer Customer Customer	Customer Customer Customer Customer	Customer Customer Customer Customer	Customer Customer Customer Customer	Customer
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting?	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...
<b>Areas of opportunity</b> How might we make each step better? What does do we have? What have others suggested?	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...	Help me avoid... Help me avoid...



**Thank you**