

CUSTOMER CARE REGISTRY



TEAM DETAILS:

Team No : PNT2022TMID21081

College Name : Sri Shakthi Institute of Engineering and Technology

Department : Computer Science & Engineering

TEAM MEMBERS

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PROJECT DESIGN PHASE -II

DATE	OCTOBER 8 TH 2022
TEAM ID	PNT2022TMID21081
PROJECT NAME	CUSTOMER CARE REGISTRY
MARKS	2 MARKS

CUSTOMER CARE REGISTRY

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Template



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 "Flow Ex" one left or right depending on the scenario you are documenting.

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 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?	<div>Face issue</div> <div>When a customer has any issue with the product, they are asked for a customer care session in the app.</div> <div>Get doubts</div> <div>When the customer have doubts about some products, they wish to use a customer care.</div>	<div>Chat with bot</div> <div>Customers can interact with the assistant available on the home page of the app. The assistant can help with basic queries. Chatbot is available 24/7.</div> <div>Go-through user manual</div> <div>Customers can understand about the product & its features by reading the manual. (Link to manual is available in the app).</div>	<div>Rate ticket</div> <div>Customers can post their queries as tickets by rating tickets.</div> <div>Interact with agent</div> <div>Customers can have a direct interaction with the agent assigned to them.</div> <div>View status</div> <div>Customers can view the status of their query provided for them to post their query.</div> <div>View history</div> <div>Customers can view the history of their queries provided by them.</div>	<div>Rate the experience</div> <div>Customers can track their experience with the application by clicking the rating button.</div> <div>Provide feedback</div> <div>Customers can provide their feedback. The feedback is shared with the team.</div>	<div>Query resolved</div> <div>Finally, customer query issue is resolved.</div> <div>User satisfaction is achieved</div> <div>Customers should feel more satisfied & get a feeling of achievement.</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Customers can use the app, website, phone or tablets to access those services.</div> <div>Customers can avoid the agent by clicking on the portal they wish.</div> <div>Initially the customer can view the login page of the application.</div>	<div>Interaction with the chat bot</div> <div>Going through the user manual.</div> <div>The introduction from the chat bot is displayed to the user when they click on the chat bot.</div> <div>Customer can view the status provided for them to post their query.</div> <div>Customer can view the status of their ticket by clicking the view status button.</div> <div>Customer can have a direct interaction with the agent assigned to them.</div>	<div>Customers can track their experience with the application by clicking the rating button.</div> <div>Customers can also provide feedback in the feedback section.</div> <div>Customers can share their experience with the application in a public forum.</div> <div>Customers feel comfortable in getting their queries resolved.</div>		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me...", or "Help me avoid...")	<div>Help me get around navigation and primary experience as a result of the interface.</div> <div>Help me avoid making misinterpretations.</div> <div>Help me understand things clearly.</div>	<div>Help me to understand the application.</div> <div>Help me to interact with chatbot.</div> <div>Help me to access the application with ease.</div>	<div>Help me to interact with the agent.</div> <div>Help me to post my query as tickets.</div> <div>Help me to view my ticket status.</div>	<div>Help me to get my query resolved without any delay.</div> <div>Help me make feel satisfied with the application.</div> <div>Help me to suggest this to a friend.</div> <div>Help me give good feedback about the service of the application.</div>	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>The services offered in this application happen to be valuable to the users.</div> <div>Positive feedback from previous users.</div>	<div>It is good to interact with the chat bot.</div> <div>Easy to use UI.</div>	<div>Provision to post the about query in the form of tickets.</div> <div>Able to track the status of the query.</div> <div>Provision to have a one-to-one interaction with the agent.</div> <div>Provision to notify the customer when the agent attended to them.</div>	<div>Getting the required solution to the issue addressed.</div> <div>Provision to express customer's feelings as feedback.</div> <div>Customer satisfaction is achieved.</div> <div>Customer gets a good experience with the application.</div>	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Frustrated with the issue.</div> <div>Confusion on how to solve it.</div>	<div>Customer's dilemma on how to get his/her properly query resolved using the application.</div> <div>Unable to access the application due to poor connection.</div>	<div>Rude behaviors of agents.</div> <div>Careless and rushing service.</div> <div>Late delivery of the requested product/service.</div> <div>Misunderstanding involved in the interaction between customer and agent.</div>	<div>Query will not be resolved.</div> <div>Efforts taken may go futile.</div> <div>Dissatisfaction of the customer when his/her query is not resolved.</div> <div>Bad experience because of using this application.</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Making promotions about the application and its unique features.</div> <div>Playing videos about the application and feedback given by the customers.</div>	<div>Instant response by the chatbot.</div> <div>Can provide access for adjusting font size.</div>	<div>Can give provision for including images during ticket rating.</div> <div>Can provide access to view the trending status of the status update.</div> <div>Can provide access to have visual interaction.</div> <div>Can provide access to rate the agent's performance.</div>	<div>Can increase the limit of the feedback.</div> <div>Can notify customers about different attractive offers available.</div> <div>Giving discounts for upcoming purchases to customers who faced issue previously.</div> <div>Providing them with referral bonus.</div>	

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