

Date	11 October 2022
Team ID	PNT2022TMID46479
Project Name	Customer Care Registry
Maximum Mark	2 marks

STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	see social media campaign Hear about from friends	Conduct reach, compare featuresand pricing	Make a purchase	Contact customer service, Documentation, readproductand 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	Conversion al rate	Waiting time, customer service score	Customer satisfaction score
RESPONSIBLE	Communications	Communications	Customer service	Customer service	Customer service, Customer success



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.

	<p>Entice</p> <p>How does someone initially become aware of this process?</p>	<p>Enter</p> <p>What do people experience as they begin the process?</p>	<p>Engage</p> <p>In the core moments in the process, what happens?</p>	<p>Exit</p> <p>What do people typically experience as the process finishes?</p>	<p>Extend</p> <p>What happens after the experience is over?</p>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Search for Support</p> <p>Browse for Knowledge Base for Issues</p> <p>For resolving the customer facing problem</p> <p>Self-reading for a Specific Problem</p>	<p>Booking an Issue</p> <p>Waiting on Issue</p> <p>Bringing a Unresolvable Problem</p> <p>Engaging a Unresolvable Problem</p>	<p>Waiting for the Response</p> <p>Taking time for the Agent to Respond</p> <p>Remembering Problem to Resolve the Problem</p> <p>Waiting for the Specific agent to respond</p>	<p>Closing the ticket</p> <p>Finalize the Ticket Closing</p> <p>Completing closing the ticket after solving</p> <p>Enter solving ticket at closing the time concerning issue</p>	
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <p> • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use? </p>	<p>Customer</p> <p>Dashboard of the Application</p> <p>Customer Email Support</p>	<p>Customer and Administrator</p> <p>Source Application</p> <p>Customer Email Support</p>	<p>Customer and Agent</p> <p>Customer Care</p> <p>Email Notification</p>	<p>Customer Administrator and Agent</p> <p>Customer Care Application</p> <p>Ticket Closing</p>	
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Problem to be solved</p> <p>Self-Support</p>	<p>Fast Response and Time Management</p> <p>Flexible Support Non-Application</p>	<p>Solving the issues on time</p> <p>All time Support</p>	<p>Managed time for Accurate Response</p> <p>Flexible Response</p>	
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Subject received at a quick response</p>	<p>Memory, Knowledge to Customer</p>	<p>Most Experienced Agents</p>	<p>Managing the operation of Customer time</p>	
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Delayed response</p>	<p>Not Responding</p>	<p>Time out Tickets causing to wait longer</p>	<p>Waiting time Customer Tickets</p>	
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Automated Routing</p> <p>Instant Response Automated Ticket Closing</p>	<p>Automated Navigation Mapping</p> <p>Phone Responding</p>	<p>Time Concerning Ticket Evaluation</p> <p>Speed Responding</p>	<p>Automated Ticket Closure</p> <p>Automated Routing</p> <p>System Future Date, Last Responding</p>	