

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAMDETAILS:

Team No : PNT2022TMID11639

CollegeName : K.S.Rangasamy College of Technology

Department : Computer Science & Engineering



PROBLEM MEMBERS :

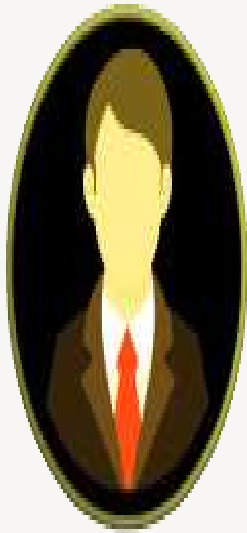
- ☐ HARIHARAN R
- ☐ JAYASURYA S
- ☐ JENITH JOSH J
- ☐ KEERTHIRAJAN R

PROJECT DESIGN **PHASE –II**

CUSTOMER **JOURNEY MAP**

DATE	17 October 2022
TEAMID	PNT2022TMID11639
PROJECTNAME	CUSTOMER CAREREGISTRY
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	Customerservice, Customersuccess



User



User first
Login the web portal



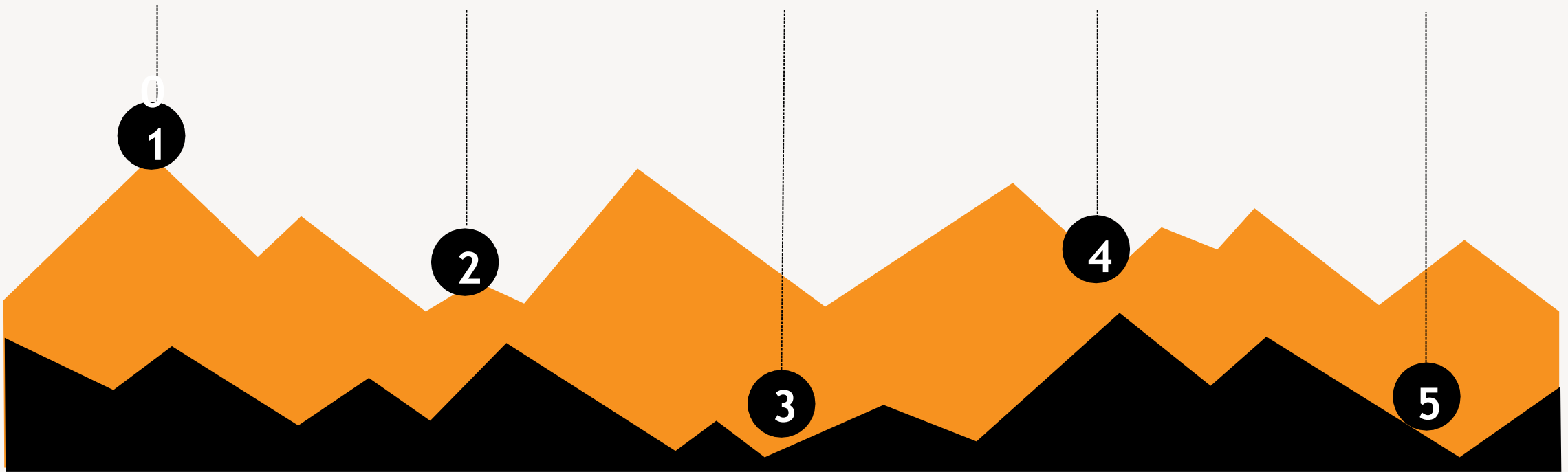
Issue have to Registerⁱⁿ the issue in the Web Portal



User can track



Logout



CustomerJourneyMap



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.

	 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 finished?	 Extend What happens after the experience is over?
 Steps What does this person (or group) typically experience?	<div>Search for support</div> <div>Search for knowledge base or blogs</div> <div>See something customer writing problem</div> <div>Get response to a post on problem</div>	<div>Reading on blog</div> <div>Reading on chat</div> <div>Reading a knowledge base</div> <div>Reading a customer support</div>	<div>Reading the help document</div> <div>Relinquishing the help agent to respond</div> <div>Receiving response to question the customer</div> <div>Waiting for the support agent to respond</div>	<div>Closing the chat</div> <div>Positive the ticket closing</div> <div>Completion email for ticket with status</div> <div>Issue management or integrated case management system</div>	<div>Personalized Recommendation</div> <div>After experience, directly write to customer via email or other channels</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>Customer</div> <div>Knowledge base, application</div> <div>Global chat expert</div>	<div>Customer chat experience</div> <div>Search experience</div> <div>Product team support</div>	<div>Customer chat expert</div> <div>Customer chat</div> <div>Chatbot/automation</div>	<div>Customer communication agent</div> <div>Customer chat dashboard</div> <div>Supporting</div>	<div>Customer email</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or "Help me with...")	<div>Problem issue solved</div> <div>Get I support</div>	<div>Problem/solved/issue resolved</div> <div>Product support/issue resolution</div>	<div>Relinquish system to chat</div> <div>Issue resolved</div>	<div>Message sent to support manager</div> <div>Problem Resolved</div>	<div>Help to customer get solution for their problem</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting?	<div>Quick response to issue request</div>	<div>Ability to communicate to customer</div>	<div>Real-time support system</div>	<div>Support team chat or customer chat</div>	<div>Agent should solve customer's problem</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Not responding</div>	<div>Not Responding</div>	<div>Not all Teams working on issue about</div>	<div>Waiting time customer ticket</div>	<div>Waiting on hold for too long</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Automated routing</div> <div>Support Manager/Integrator/Chatbot</div>	<div>Customer support manager</div> <div>Team working</div>	<div>Real-time support/issue resolution</div> <div>Support team working</div>	<div>Customer chat support</div> <div>Automated routing</div> <div>Agent follow-up via chat</div>	<div>Offer fast support</div> <div>Reduce waiting time</div>



**Thank
you**