PROJECT DESIGN PHASE -Il

CUSTOMER JOURNEY MAP

DATE	26 October 2022
TEAM ID	PNT2022TMlD33777
PROJECT NAME	CUSTOMER CARE REGISTRY
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

User

User first Login

Issues in Registering

Into the web portal

User can track the
issue in the Web

Portal

Logout

1

2

3

4

5

SCENARIO: TRACKING DAY TO DAY EXPENSES AND CALCULATING PROFIT AND LOSES	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 people typically experience as the process finishes?	Extend — What happens after the experience is over?
STEPS: What does the person (or group) typically experience?	We will provide demo session for using the application and free trial for a month to make them feel better with our application	The customers can raise the ticket with a detailed description of the issue so as to solve their respective problem	Each user will be assigned with an agent, the user can view the status of the complaint	Getting appropriate response from the agent for their queries.	It provides an environment which has both time and cost efficiency.
INTERACTIONS: What interaction do they have at each step along the way • **People:** Who do they see or talk to? • **Places:** Where are they? • **Things:** What digital touchpoints or physical objects would they use?	User can contact our customer service which will be available 24/7 to help them provide assistance in using the application	User accesses the computer from anywhere to use our application to raise their queries	Admin will be able to track the work assigned to the agent and a notification will be sent to the customer.	The email and notification will be sent immediately after an agent is allocated.	The user can provide the feedback about using our application which will help us in improving our services.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	• Raising the issues • Responding to the queries • Customer Satisfaction	There are many services available for the customers to find the optimal solution	Each user will be assigned with an agent. They can view the status of their complaint.	User can have a satisfaction of saving money and can lead a peaceful life by living on the line	We help user to lead a happy life by solving their problems
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	• Easy to use • Free of cost • 24/7 support service	Due to direct communication between agent and the user, the problem is solved instantly	The chat between user and the agent are recorded and stored in the database	No trouble in service since we are using IBM CLOUD.	Provided services are trustworthy and cost worthy
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The user has to manually enter all the queries which leads to lots of manual work and when the application is down due to poor internet, the user gets little frustrate	Users can think that their personal data can be sold to others	Users may get little confusion on how to raise their queries and how to respond back to their replies	It cannot be afforded that application will be fast all the time, because of the unstable internet connections	Because of these small corrections and negative movements people might not suggest this application to others
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide summary in the dashboard and have to ensure security for the user data	We have to automate the way of recording th interactions between user and the admin	Can improve the tutorials available for website	Can provide free software and more numbers of services for customer satisfaction	Can attract people by doing advertisements and live demos in big events