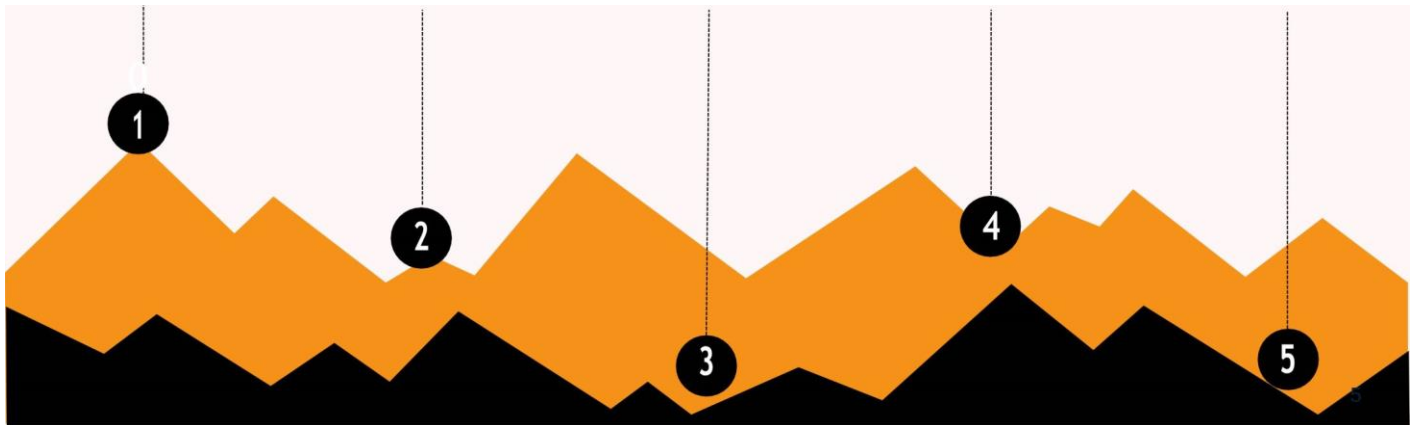
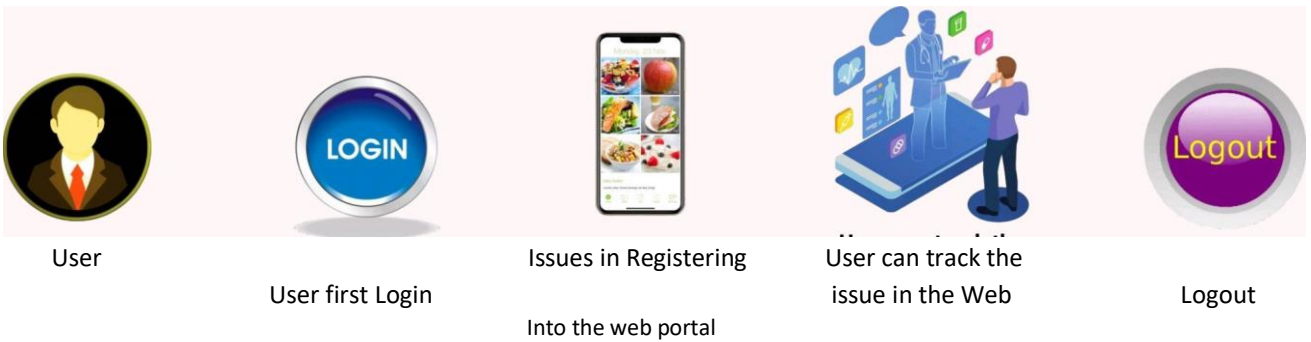







PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

DATE	26 October 2022
TEAM ID	PNT2022TMID33777
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

STAGE	AWARENESS	CONSIDERATION	<u>DECISION</u>	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



<p>SCENARIO</p> <p>TRACKING DAY TO DAY EXPENSES AND CALCULATING PROFIT AND LOSSES</p>	 <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 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>We will provide demo session for using the application and free trial for a month to make them feel better with our application</p>	<p>The customers can raise the ticket with a detailed description of the issue so as to solve their respective problem</p>	<p>Each user will be assigned with an agent, the user can view the status of the complaint</p>	<p>Getting appropriate response from the agent for their queries.</p>	<p>It provides an environment which has both time and cost efficiency.</p>
<p>INTERACTIONS:</p> <p>What interaction do they have at each step along the way</p> <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? 	<p>User can contact our customer service which will be available 24/7 to help them provide assistance in using the application</p>	<p>User accesses the computer from anywhere to use our application to raise their queries</p>	<p>Admin will be able to track the work assigned to the agent and a notification will be sent to the customer.</p>	<p>The email and notification will be sent immediately after an agent is allocated.</p>	<p>The user can provide the feedback about using our application which will help us in improving our services.</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>	<ul style="list-style-type: none"> Raising the issues Responding to the queries Customer Satisfaction 	<p>There are many services available for the customers to find the optimal solution</p>	<p>Each user will be assigned with an agent. They can view the status of their complaint.</p>	<p>User can have a satisfaction of saving money and can lead a peaceful life by living on the line</p>	<p>We help user to lead a happy life by solving their problems</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<ul style="list-style-type: none"> Easy to use Free of cost 24/7 support service 	<p>Due to direct communication between agent and the user, the problem is solved instantly</p>	<p>The chat between user and the agent are recorded and stored in the database</p>	<p>No trouble in service since we are using IBM CLOUD.</p>	<p>Provided services are trustworthy and cost worthy</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>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</p>	<p>Users can think that their personal data can be sold to others</p>	<p>Users may get little confusion on how to raise their queries and how to respond back to their replies</p>	<p>It cannot be afforded that application will be fast all the time, because of the unstable internet connections</p>	<p>Because of these small corrections and negative movements people might not suggest this application to others</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>Provide summary in the dashboard and have to ensure security for the user data</p>	<p>We have to automate the way of recording th interactions between user and the admin</p>	<p>Can improve the tutorials available for website</p>	<p>Can provide free software and more numbers of services for customer satisfaction</p>	<p>Can attract people by doing advertisements and live demos in big events</p>

