












## Project Design Phase-II Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID28354
Project Name	Project – Data Analytics for DHL Logistics Facilities

<div>SCENARIO</div> <div>Shipping service, Transport, Tracking Location, Delivery &amp; Rating</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>									
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Pack it up</div> <div>Customer is responsible for packing your own shipment. Do your best to protect your shipment adequately both internally and externally.</div>	<div>Transporting the goods</div> <div>Prepare the needed document and pass the goods</div>	<div>Book your Shipment</div> <div>Customer need to Book the shipment time and choose the service &amp; mode of transport.</div>	<div>Package items</div> <div>Once the customer package received the package will be checked and stored</div>	<div>Service</div> <div>Checking the service and move on to the process</div>	<div>Complete Payment</div> <div>Measure the Service and Fix a rate and complete the payment process</div>	<div>Website and Track</div> <div>Customer Will get Tracking Status id So User can track location in website</div>	<div>Identify</div> <div>Identifying the Cities more number delivery service</div>	<div>Surcharges</div> <div>Highlighting the Normal delivery charges and Speed post</div>	<div>Safety &amp; Security</div> <div>Door to Door Delivery Service with safety</div>	<div>Prompt for Review</div> <div>Knowledge about the user's Satisfaction</div>	<div>Verifying and Submitting Review</div> <div>Verify the Customer using OTP and Get Feedback</div>	<div>Action</div> <div>Necessary actions to the damage of products</div>	<div>Recommendation For Service</div> <div>Recommend them to use our latest service and update our service oftenly</div>
<div></div> <div>Interactions</div> <div>What interactions 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?</div>	<div>Initial Guidelines Provided to the customer</div>	<div>DHL global services through air, water and ground</div>	<div>Domestic road freight service for palletized cargo.</div>	<div>International and Domestic Delivery services for parcels and documents</div>	<div>Depending upon origin and destination deadline determined</div>	<div>Handling of Oversized goods</div>	<div>Pick date and time specified</div>	<div>Mobile phones to track customer address</div>	<div>Identifying the Cities and Countries more number delivery service</div>	<div>Pos to swipe and pay by customer for the services</div>	<div>Successful completion of Services</div>	<div>Provide a Chat and customer Service to interact</div>	<div>Status of Each Delivered product see through the mobile devices</div>	
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Safety of products and customer satisfaction</div>	<div>Getting the tracking ID or number for the product</div>	<div>Successful registration of Order</div>	<div>Shifting of Products as that of predefined</div>	<div>Time scheduled for the product</div>	<div>Separation of goods according to the cities and states</div>	<div>Classify the Cities and States</div>	<div>Avoid wrong routes helps in time and fuel cost</div>	<div>Cost efficient for the Customers</div>	<div>Global Forwarding &amp; Freight</div>	<div>Access to powerful shipping tools with MyDHL+</div>			
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Extra Gift provide with their product</div>	<div>Safe and Secure package</div>	<div>Delivering the electronic products</div>	<div>Product Transporting procedures</div>	<div>Goods are neither oversized nor undersized</div>	<div>Dangerous goods are processed with precautions</div>	<div>Make a Separate Road lines to deliver fast</div>	<div>Early Delivery</div>	<div>Frequent Usage of Service</div>	<div>Confidences after analyzing</div>				
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Rude Delivery agent</div>	<div>Wrong address</div>	<div>Server Issue</div>	<div>Error in getting tracking ID</div>	<div>Invalid address specified during registration</div>	<div>Parcel and Document Shipping Registration</div>	<div>Overloading of objects more than expected</div>	<div>Damage Items</div>	<div>Late Delivery</div>	<div>Strike Issue</div>	<div>Delay in Deliver</div>			
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Reduction of time in post and mail through the fast ways and internet</div>	<div>New Marks to improve the business</div>	<div>Acknowledgement from the target to source about that status</div>	<div>Pickup Time and place suggested by the Customer</div>	<div>Increase the Accuracy and calculating the error</div>	<div>Maintain the Server regularly</div>	<div>Reduce the Traffic</div>	<div>New marks to improve the business</div>	<div>Don't take unnecessary Routes &amp; Save Petrol</div>	<div>Take all goods in one load</div>				