

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS:

Team No : PNT2022TMID49815
College Name : Dr.Sivanthi Aditanar College of Engineering
Department : Information technology

PROBLEM MEMBERS :

- ☐ BOOBANA .E
- ☐ CHANDRA BAHAVATHI .M
- ☐ MADUMITHA .G
- ☐ SUBHA NANDHINI .R



PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	22 October 2022
TEAM ID	PNT2022TMID49815
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



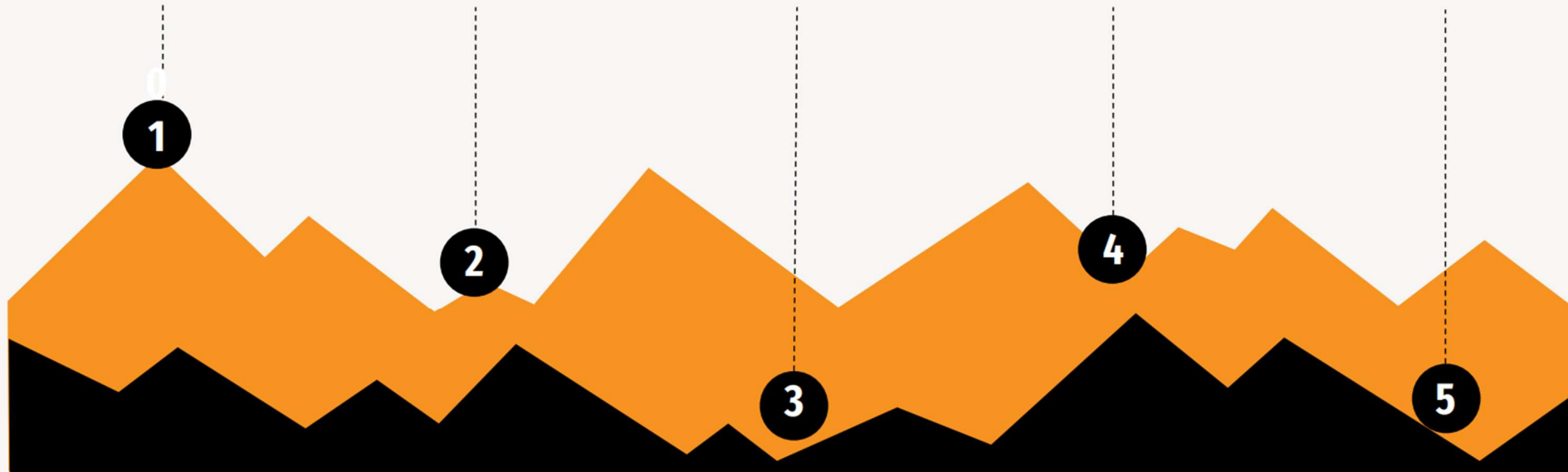
Issue have to Register in the web portal



User can track the issue in the Web Portal



Logout



Map

Customer Journey



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.

Created in partnership with
 **Product School**

[Share template feedback](#)

Customer Journey Map



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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Search for Support</div> <div>Browse for Knowledge Base for Issues</div> <div>For resolving the customer facing problems</div> <div>Self resolving for a Specific Problem</div>	<div>Raising an Issue</div> <div>Raising an Issue</div> <div>Bringing a Unsolvable Problem</div> <div>Bringing a Unsolvable Problem</div>	<div>Waiting for the Response</div> <div>Taking time for the Agent to Respond</div> <div>Remaining Patient to Receive the response</div> <div>Waiting for the Specific agent to respond</div>	<div>Closing the ticket</div> <div>Finalize the Ticket</div> <div>Completely closing the tickets after solving</div> <div>Either solving ticket or closing the time consuming tickets</div> <div>Personalised Recommendation</div> <div>Customer email</div>	
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Customer</div> <div>Dashboard of the Application</div> <div>Chatbot, Email Support</div>	<div>Customer and Administrator</div> <div>Source Application</div> <div>Chatbot, Email Support</div>	<div>Customer and Agent</div> <div>Customer Care</div> <div>Email Notification</div>	<div>Customer Administrator and Agent</div> <div>Customer Care Application</div> <div>Ticket Closing</div>	
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Problem to be solved</div> <div>24-7 Support</div>	<div>Fast Resolving and Time Managed</div> <div>Flexible Support from Application</div>	<div>Solving the Issues on time</div> <div>All time Support</div>	<div>Managed time for Accurate Response</div> <div>Flexible Navigation</div> <div>Help to customer get solution for their problem</div> <div>Agent should solve customer's problem</div>	
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Solution received at a quick response</div>	<div>Momently Responding to Customers</div>	<div>Most Experienced Agents</div>	<div>Managing the Utilization of Customer time</div> <div>Waiting as hold for too long</div>	
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Delayed response</div>	<div>Not Responding</div>	<div>Time out Tickets causing to ticket closure</div>	<div>Making False Customer Tickets</div> <div>Offer fast support</div> <div>Reduce waiting time</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>Administrative Routing</div> <div>Delayed Response Automated Ticket Closing</div>	<div>Automated Navigation Mapping</div> <div>Timed Responding</div>	<div>Time Consuming Ticket Evaluation</div> <div>Speed Responding</div>	<div>Automated Ticket Closure</div> <div>Administrated Routing</div> <div>System Failure Data Loss Resolving</div>	



Thank you