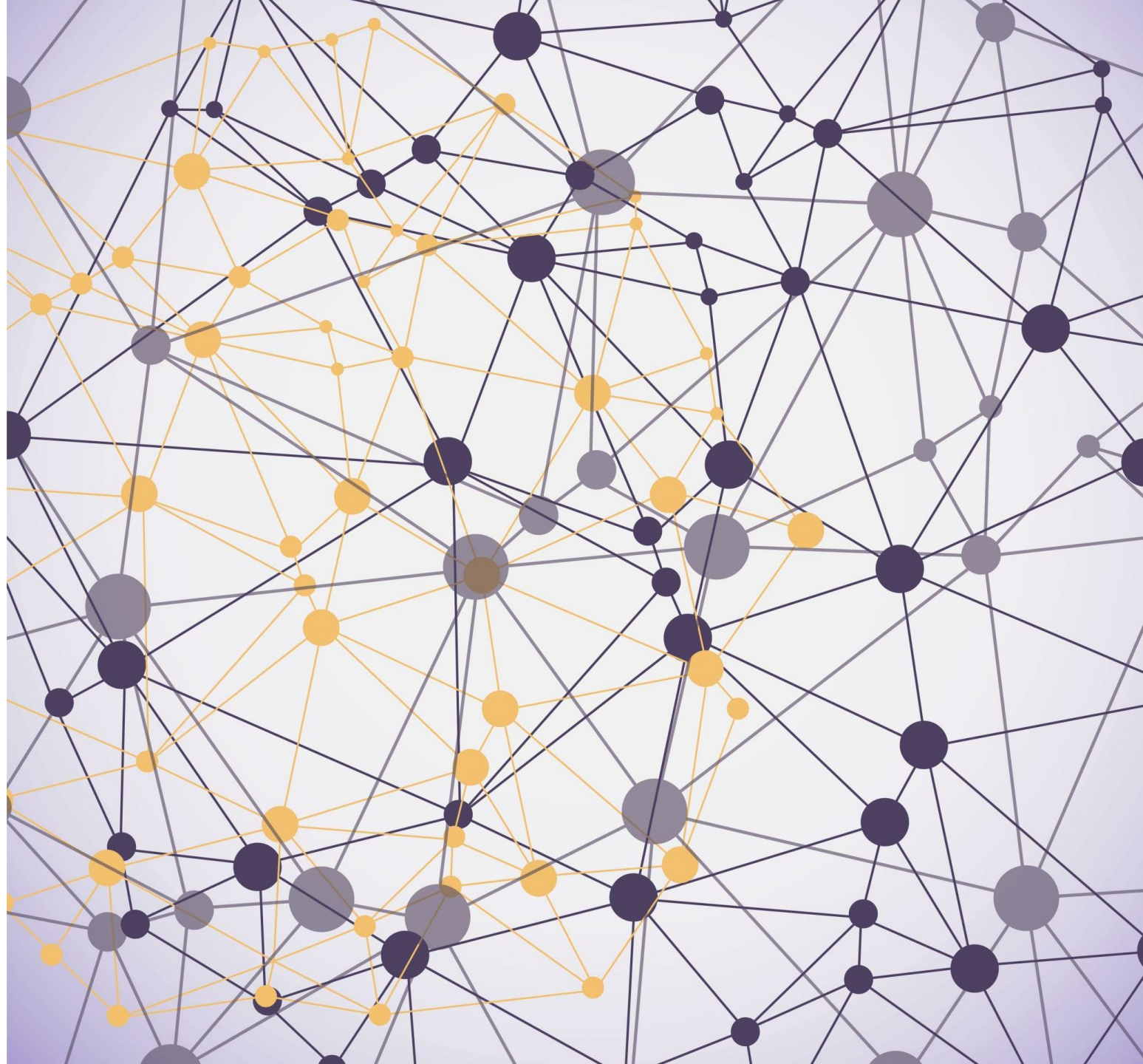


Customer experience journey map

Project Design phase II



Team Details :

Project Name : Customer Care Registry

Team ID : PNT2022TMID43979

Team Lead : Aadharsh S M

Team Members :

Bala Logesh M

Bathresh Bas B

Dinesh M

Hariharan K

Karthik M

Department : Computer Science and Engineering

College : VSB College Of Engineering Technical Campus.



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key 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.

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

































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1

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.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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 finishes?	Extend What happens after the experience is over?							
 Steps What does the person (or group) typically experience?	 Issues Faced When a customer has any issue, the customer will look up the customer care	 Get Details When the customer has some difficulty, the customer will look up the customer care	 With the chat bots Customers will interact with the chatbot to get their issues clarified	 Resolving the user manual Customers can understand the customer care, customers can work through the customer care manual online	 Rating a ticket Customers can post their issues by rating a ticket	 Interact with agent Customers can have both public and private interaction with the agents	 View Status Customers can view the status of the ticket at anytime	 Ticket history Customers can view the history of the ticket and its status	 Rate the experience Customers can rate their experience with some stars	 Feedback Customers can provide the feedback about the service	 Query Result Issues arose from the customer is solved	 User Satisfaction Make sure the customer is satisfied with the service
 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?	 Customers can use desktop, mobile, PC to access these services There should be a login page and support page for any requests	 Customers can use the service by clicking on the respective button in their email inbox	 Interaction with the chatbots User manual and agreements	 The interaction between the chat bot and customer could not solve the problem	 Customers can offer manual with using the email support	 Customers can rate their experience	 Feedback section is created	 With some forms like google forms, feedback is recorded	 Customers are happy that the team is resolved			
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 To provide the accurate evidence to the customer Help me avoid making misinterpretations	 Help me understand the application Help me to create the content and format with it	 Help me to interact with the agent Help me to post the tickets in issues	 Help me to view the status of the ticket To have a one to one interaction with the agent	 The issue should be solved within the given time Help me feel satisfied with the solution provided	 Help me to suggest this to another person Help me to get good feedback for the service						
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 The service provided is useful to the users Positive feedback from the users	 Easy to use user interface Easy to interact with the chat bot	 We can track the status of the ticket Notifying the agent who is related to the required customer	 To have a one to one interaction with the agent Customer satisfaction is required	 Getting the required solution to the issue To improve the customer's feelings as the feedback	 Good experience is achieved						
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	 Confusion arises while solving the issue	 Due to poor internet connection Not able to work in all devices	 Not able to interact with the agent Providing the appropriate service	 Issues cannot be solved sometimes Small efforts may be taken	 Customer does not get satisfied Bad experience							
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	 Adding the unique features Adding feedback from the customers	 Providing essential tools to the chatbot Instant responses by the chatbot	 Ticket solving in the very short Instantaneous solution with ticket	 Assigning agent who solves it very Feedback and a thank you	 Feedbacks from the users Notify about the other incidents	 Discounts for the services Providing them with some special services						





Thank You