

Project Design Phase-II

Customer Journey Map– Day 3

Date	03 October 2022
Team ID	PNT2022TMID50123
Project Name	Project – Customer Care Registry
Maximum Marks	4 Marks

Reference: https://miro.com/welcomeonboard/dIRyR3REVGczWm91UnJTzExGWHJTWmVBUjJDWW1uVGdiMEVxVUt2aFg2ZjVwU3JoSG9kcGpaYnZvempmcUZHV3wzNDU4NzY0NTM1Nzg4MzcwMDQ4fDI=?share_link_id=354799371380



Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

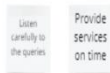
What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Queries	Data is more secure Deals with problem quickly Data privacy	low price Time efficiency solve problem quick Responding people	Live chatbox Tracking of services Allocating agent
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Slow software lack of storage	Proper solutions for a problem unnecessary of long process Providing services on time	Email notification Filter based on details Clean UI interface Need to repurchase often	Agents allocation User feedback Solve the issue in short time
Touchpoint What part of the service do they interact with?	Services at anytime	Proper allocation of staffs Asking for rating Security	Customer privacy Checking customer limits Quick resolution of problems Maintaining database	Listen carefully to the queries Deals with problem quickly Providing service details
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😬	😬	😬	😬
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	decrease complaints
Process ownership Who is in the lead on this?	Process performance	Customer expectations	Customer loyalty	Customer complaints