

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

TEAMDETAILS:

Team No : PNT2022TMID14874



CollegeName : R.M.D ENGINEERING COLLEGE
Department : ELECTRONICS & COMMUNICATION
ENGINEERING.

TEAM MEMBERS :

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PROJECT DESIGN
PHASE-II



CUSTOMER
JOURNEYMAP

DATE	26 October 2022
TEAMID	PNT2022TMID14874
PROJECTNAME	CUSTOMER CAREREGISTRY

MAXIMUM MARKS	2 Marks
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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	Customerservice, Customersuccess



User



User first
Login the web portal



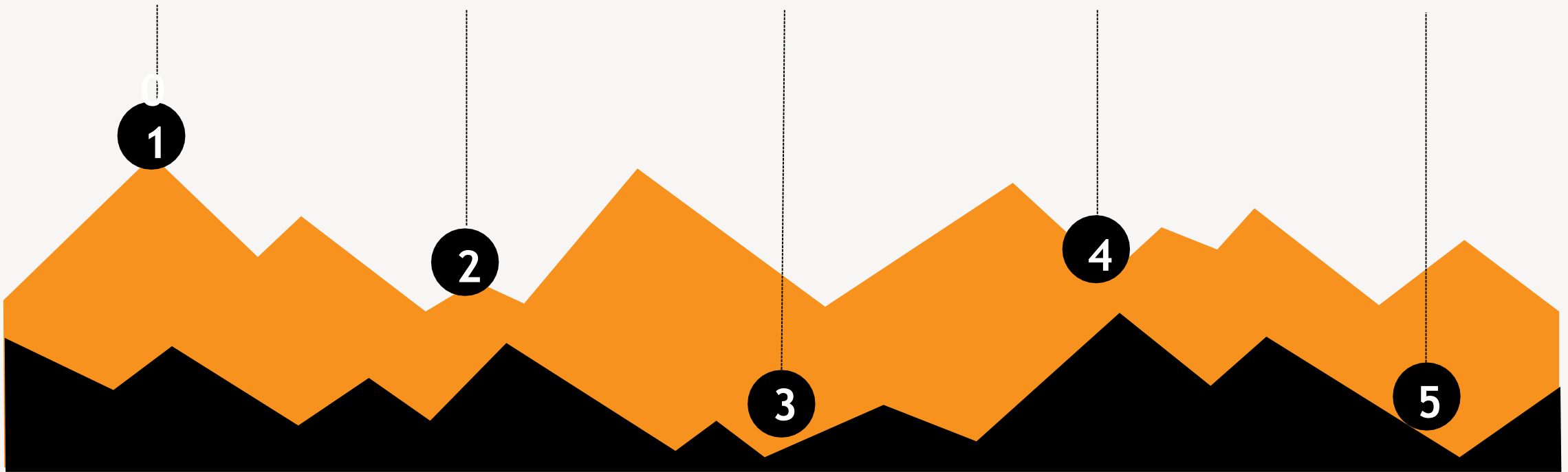
Issue have to Registerⁱⁿ the issue in the Web Portal



User can track



Logout



CustomerJourneyMap



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.

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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.

	 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 finished?	 Extend What happens after the experience is over?
 Steps What does this person (or group) typically experience?	<div>Search for support</div> <div>Search for knowledge base or blogs</div> <div>See something customer-facing problem</div> <div>Get inspired by a post on Twitter</div>	<div>Reading on blog</div> <div>Reading on video</div> <div>Reading a knowledge base</div> <div>Reading a customer support</div>	<div>Reading the help document</div> <div>Relinquishing the help agent to respond</div> <div>Receiving response or solution for problem</div> <div>Waiting for the support agent to respond</div>	<div>Closing the issue</div> <div>Feeling the ticket closing</div> <div>Completion email for issue after closing</div> <div>Issue management is integrated into company systems</div>	<div>Personalized Recommendation</div> <div>After customer support, receive the solution via email subscription</div>
 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?	<div>Customer</div> <div>Knowledge base</div> <div>Customer chat agent</div>	<div>Customer chat interface</div> <div>Search function</div> <div>Product team member</div>	<div>Customer chat agent</div> <div>Customer chat</div> <div>Chatbot interface</div>	<div>Customer representative agent</div> <div>Product team member</div> <div>Supporting</div>	<div>Customer email</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Problem occur</div> <div>Get I support</div>	<div>Search for help</div> <div>Product team member</div>	<div>Relinquish agent to solve</div> <div>Search support</div>	<div>Receiving response or solution for problem</div> <div>Problem Resolved</div>	<div>Help to customer get solution for their problem</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting?	<div>Search response is more helpful</div>	<div>Agent's Response is accurate</div>	<div>Real-time response</div>	<div>Support team is more helpful</div>	<div>Agent should solve customer's problem</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Information not found</div>	<div>On Hold</div>	<div>Not all Teams could be reached</div>	<div>Waiting time between Teams</div>	<div>Waiting on hold for too long</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Automated Routing</div> <div>Support Response Improvement from Customer</div>	<div>Customer Support Request</div> <div>Team Response</div>	<div>Real-time Response</div> <div>Agent Response</div>	<div>Automated Ticket Closure</div> <div>Automated Routing</div> <div>Agent Follow-up via Email</div>	<div>Offer fast support</div> <div>Reduce waiting time</div>

Customer Journey Map



**Thank
you**