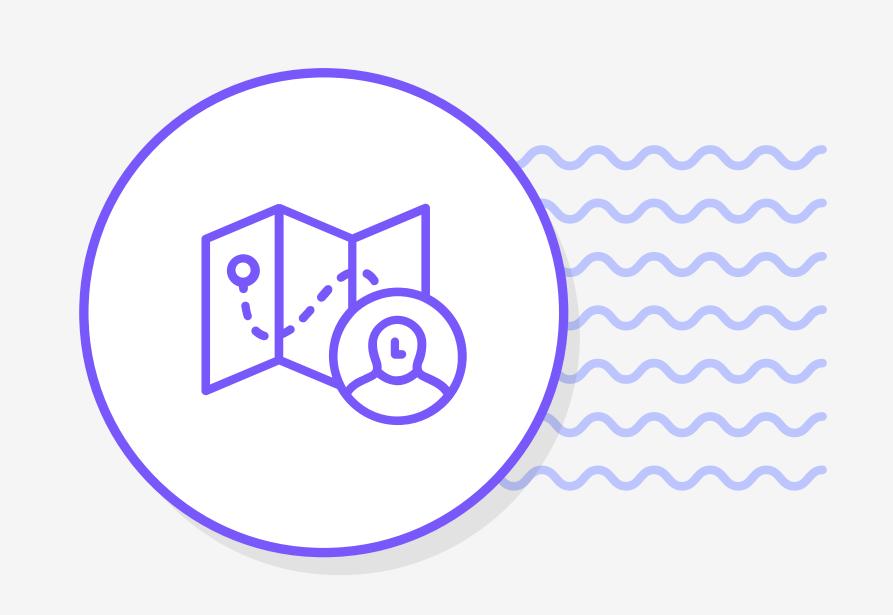
Templat



## Customer experience journey map

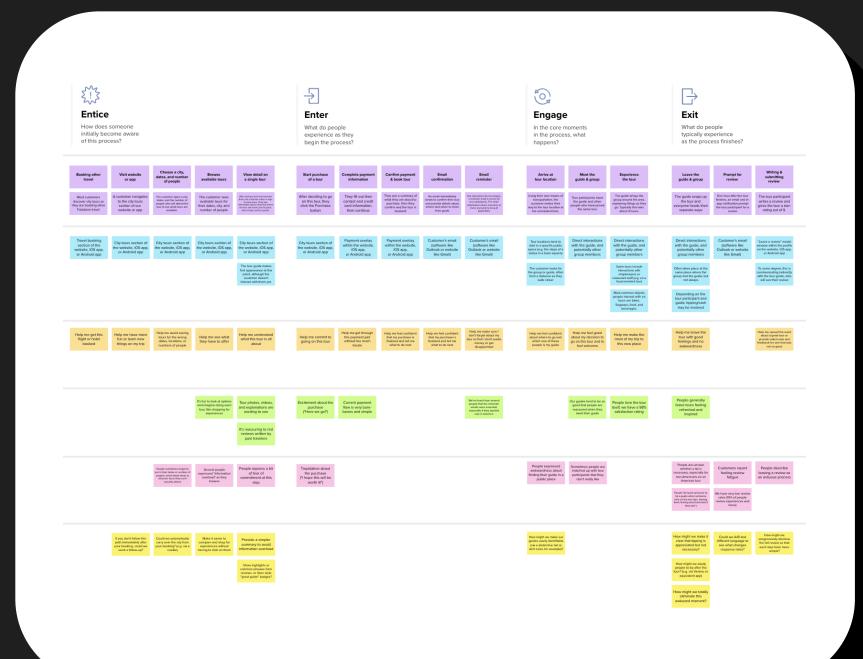
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

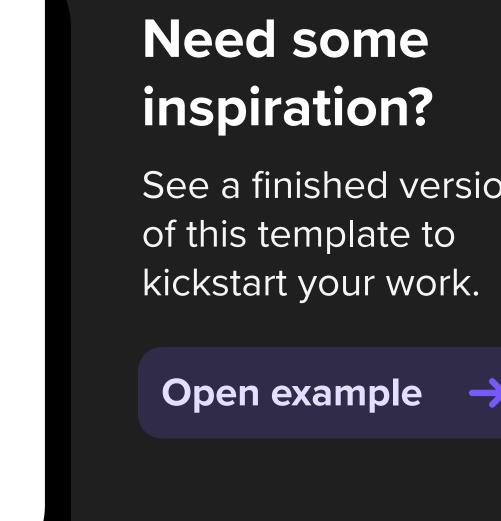
When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

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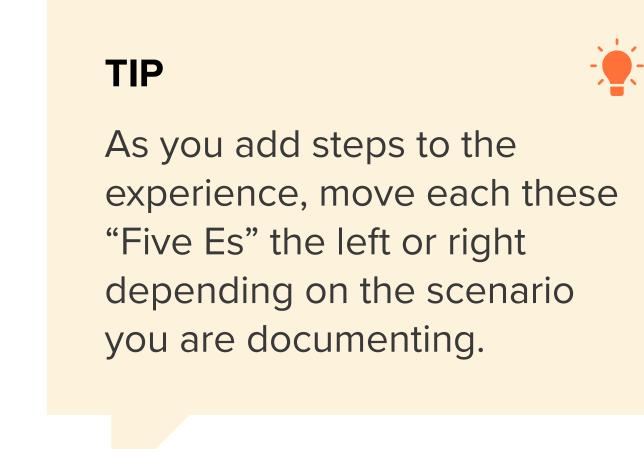






## Document an existing experience

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.



| 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?   | The chatbot processes what the user sends  Simple questions  It acts according to a series of algorithms that interpret what the user said.  Chatbots can answer various non-complex questions about banking Service  Chatbots have all the data to predict the spending habits of the customers and help them keep their finances on track. | text on a screen to the buttons and menus that are used to control a chatbot. The chatbot UI allows users to send messages and tell it what they want it to do.  Being message  Chatbots are fast at searching through data.  80% of consumers think chatbots would be better with human backup. | Provide basic product information.  Add,change or remove plans.  | received response  received response  Customer will receive clarification on their inquiry as soon as they have finished asking the chatbot            | Consumer contentment  Consumer contentment  Consumer contentment  Once the customer's question is answered, they will be happy. If not, they can speak with a customer service representative to receive more information |
| Interactions 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? | People will interact with virtual banking assistant  People will use Watson Assistant  | Customer will interact with the various options provide in the chatbot from which they choose with which function they want to proceed   | Banking chatbots have huge potential in customer engagement.  Available roundthe clock for conversation with custometrs. | Customer will interact with the feed back form for the sessions provided by the chatbot  | Customer can exit the chatbot or access again if they need the chatbot funtion again  |
| Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")   | Better customer experience.  Allow businesses to connect with customers in a personal way without the expense of human representatives   | Avoid human helpss   | The bot should be able to answer queries regarding net banking  The bot should be able to answer loan queries            | It asks whethur our doubts are cleared or if we want to use the service again  It also gives customers additional options to contact their bank branch | The chatbot can that goal and enhence their experience  customer are no longer waiting weeks ,days ,hours,or even minutes for an employee to help them  |
| Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?  | Maintainable by Anyone.  | The Chatbot Is Available Where You Need It.  | Universal Capability.  | Allows for True<br>Conversations.  | Chatbots that not perform transactions operations and any other operations  |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?   | Only it gives answers to pre- defined questions  | Some time it is misunderstanding   | Delay response   | customers get dissatisfied The chatbot's dialogue with the user wasn't appropriate   | Chatbots frequently fail to comprehend natural language, which makes users angry all the time.  |
| Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?   | Consdering the better security  24/7 availabnility   | Easy to access FAQ  Suggesting relevent soluation to query   | Relevent information and increasd coversation  Seamless communications   | Quicker help across the platform converstion preview   | End to end eovated conversation  easy accessbility to every customers   |