

Project Design Phase-II Customer Journey Map

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Team ID	PNT2022TMID01215
Project Name	Project – Data Analytics for DHL Logistics Facilities

SCENARIO														
Shipping service, Transport, Tracking Location, Delivery & Rating	Entice	Enter	Engage	Exit	Extend									
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?									
Steps What does the person (or group) typically experience?	Pack It up Customer is responsible for packing your own shipment. Do your best to protect your shipment adequately both internally and externally.	Transporting the goods Prepare the needed document and pass the goods	Book your Shipment Customer need to Book the shipment time and choose the service & mode of transport.	Package Items Once the customer package received the package will be checked and stored	Service Checking the service and move on to the process	Complete Payment Measure the Service and Fix a rate and complete the payment process	Website and Track Customer Will get Tracking Status id So User can track location in website	Identify Identifying the Cities more number delivery service	Surcharges Highlighting the Normal delivery charges and Speed post	Safety & Security Door to Door Delivery Service with safety	Prompt for Review Knowledge about the user's Substfaction	Verifying and Submitting Review Verify the Customer using OTP and Get Feedback	Action Necessary actions to the damage of products	Recommendation For Service Recommend them to use our latest service and update our service oftenly
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?	Initial Guidelines Provided to the customer	DHL global services through air, water and ground	Domestic road freight service for palletized cargo.	International and Domestic Delivery services for parcels and documents	Depending upon origin and destination deadline determined	Handling of Oversized goods	Pick date and time specified	Mobile phones to track customer address	Identifying the Cities and Countries more number delivery service	Pos to swipe and pay by customer for the services	Successful completion of Services	Provide a Chat and customer Service to interact	Status of Each Delivered product see through the mobile devices	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Safety of products and customer satisfaction	Getting the tracking ID or number for the product	Successful registration of Order	Shifting of Products as that of predefined	Time scheduled for the product		Separation of goods according to the cities and states	Classify the Cities and States		Avoid wrong routes helps in time and fuel cost	Cost efcient for the Customers	Global Forwarding & Freight	Access to powerful shipping tools with MyDHL+	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Extra Gift provide with their product	Safe and Secure package		Delivering the electronic products	Product Transporting procedures		Goods are neither oversized nor undersized	Dangerous goods are processed with precautions		Make a Separate Road lines to deliver fast	Early Delivery	Frequent Usage of Service	Confidences after analyzing	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Rude Delivery agent	Wrong address	Server Issue	Error in getting tracking ID	Invalid address specified during registration		Parcel and Document Shipping Registration	Overloading of objects more than expected		Damage Items	Late Delivery	Strike Issue	Delay in Deliver	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Reduction of time in post and mail through the fast ways and internet	New Marks to improve the business		Acknowledgement from the target to source about that status	Pickup Time and place suggested by the Customer		Increase the Accuracy and calculating the error	Maintain the Server regularly		Reduce the Traffic	New marks to improve the business	Don't take unnecessary Routes & Save Petrol	Take all goods in one load	