

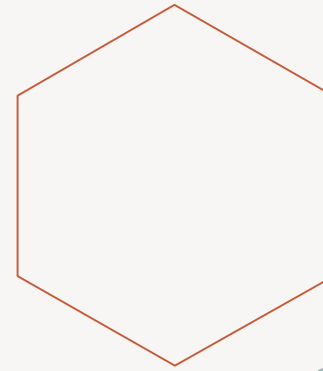
CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS:

Team No : PNT2022TMID54150
College Name : Velalar College of Engineering
and Technology
Department : Information Technology



PROBLEM MEMBERS :

- ☐ NIKITHA P
- ☐ MULLAI VENTHAN N
- ☐ MOUREESH P
- ☐ PRAGADHEESHWAR R
- ☐ RANJANIT



PROJECT DESIGN PHASE-II ARCHITECTURE

DATE	01.10.2022
TEAM ID	PNT2022TMID54150
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	-----

Customer Care Registry

Team ID: PNT2022TMID54150

Template



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.

Product School

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Document an existing experience



Need some inspiration?

See a limited preview of this template by requesting your work.

Document an existing experience

Document an existing experience

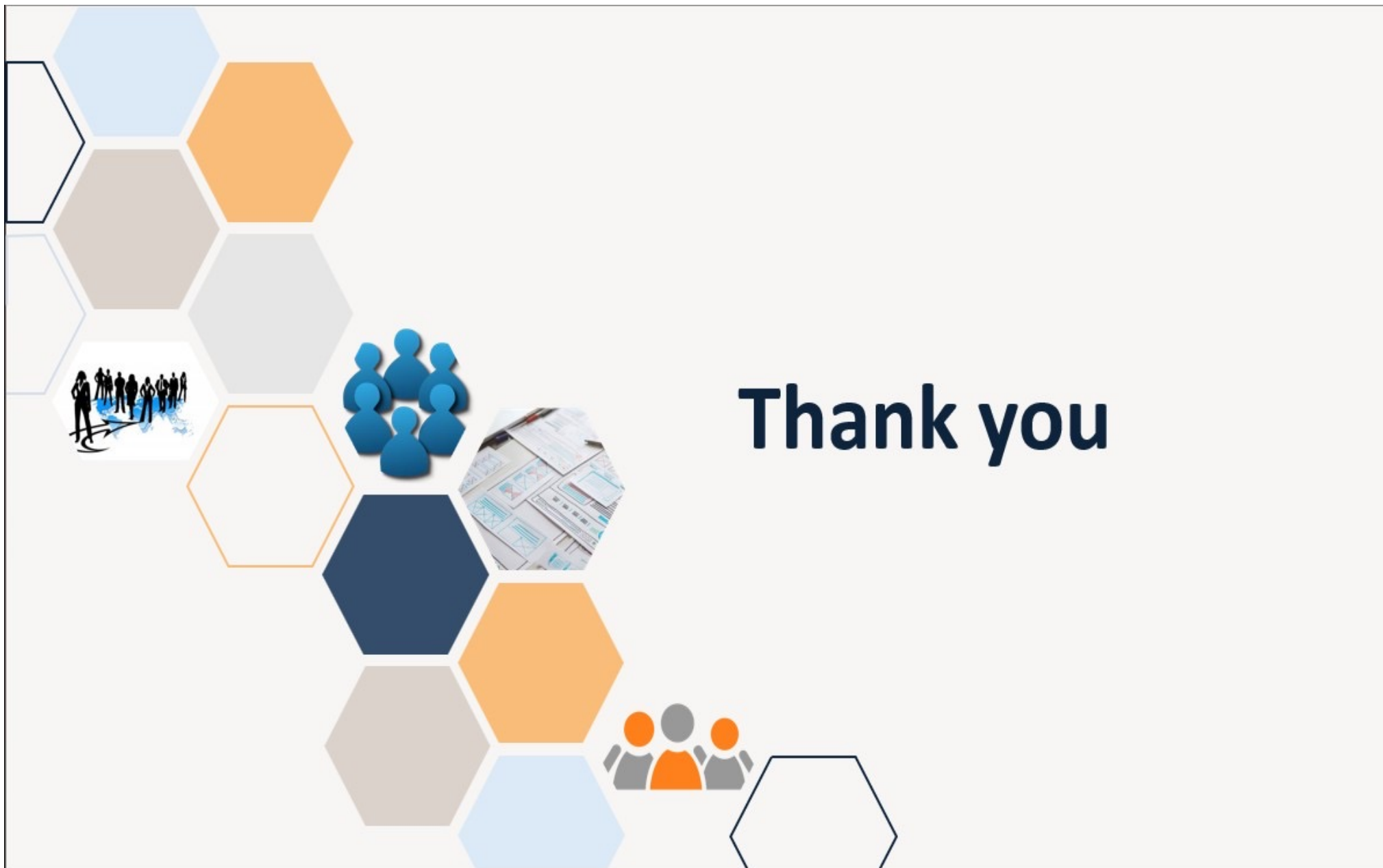
Document an existing experience

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 Cs" 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?	<div>Face issue</div> <div>When a customer has an issue with the product, they look out for customer care section in the page</div> <div>Get doubts</div> <div>When the customer has doubts about some products, they reach to our customer care</div> <div>Chat with bot</div> <div>Customers can interact with the chat bot on the home page of the application to get their basic doubts clarified</div> <div>Go through user manual</div> <div>Customers understand the application through the user manual available in the app</div> <div>Rate ticket</div> <div>Customers can post their queries about the ticket using tickets</div> <div>Interact with agent</div> <div>Customers can have a chat with the agent to get their queries resolved</div> <div>View status</div> <div>Customers can view the status of their tickets at any point of time</div> <div>View history</div> <div>Customers can view the history of previous tickets raised by them</div> <div>Rate the experience</div> <div>Customers can rate their experience with the product</div> <div>Provide feedback</div> <div>Customers can provide feedback on the product</div> <div>Query resolved</div> <div>Finally, customer query has been resolved</div> <div>User satisfaction is achieved</div> <div>Customers who get their queries resolved get a feeling of satisfaction</div>	<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>			





Thank you