

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



## TEAM DETAILS:

**Team No** : PNT2022TMID54192  
**College Name** : Velalar College of Engineering  
and Technology  
**Department** : Information Technology

## PROBLEM MEMBERS :

- ☐ TAMILPRIYAT S
- ☐ VIGNESH G
- ☐ RAVISELVAT
- ☐ SUMITHRA S



## PROJECT DESIGN PHASE-II ARCHITECTURE

DATE	01.10.2022
TEAM ID	PNT2022TMID54192
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	-----

# Customer Care Registry

Team ID: PNT2022TMID54192

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.

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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.

**TIP**  
As you add steps to the experience, move each these "Five E's" the left or right depending on the scenario you are documenting.

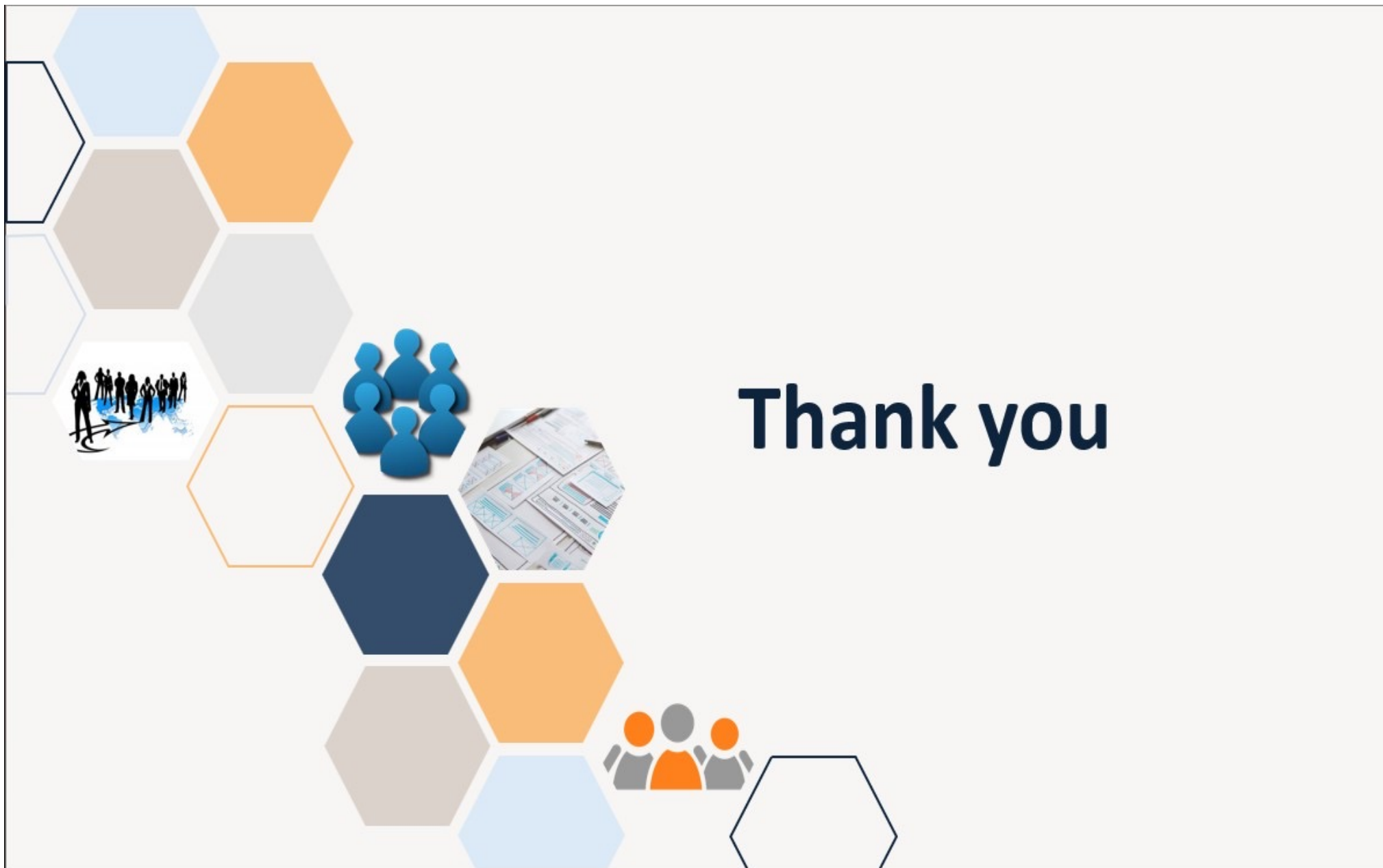
SCENARIO	Entice	Enter	Engage	Exit	Extend								
<b>Browsing, booking, attending, and rating a local city tour</b>	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?								
<b>Steps</b> What does the person (or group) typically experience?	<b>Face issue</b> When a customer has an issue with the product, they may not know how to solve it. They may not know how to contact support.	<b>Get doubts</b> When the customer has doubts about the product, they may not know how to contact support.	<b>Chat with bot</b> Customers can interact with the chatbot on the home page of the application to get their basic doubts clarified.	<b>Go through user manual</b> Customers understand the product by reading the user manual available in the app.	<b>Rate ticket</b> Customers can post their queries about the ticket.	<b>Interact with agent</b> Customers can have a chat with the agent to get their queries resolved.	<b>View status</b> Customers can view the status of their ticket at any point of time.	<b>View history</b> Customers can view the history of previous tickets raised by them.	<b>Rate the experience</b> Customers can rate their experience with the agent.	<b>Provide feedback</b> Customers can provide feedback on the product.	<b>Query resolved</b> Finally, customer query issue is resolved.	<b>User satisfaction is achieved</b> Customers who get their issue resolved get a feeling of satisfaction.	
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	Customers can use the app to create a new account or login to access these services.	Customers can read the user manual on the right page of the application.	Initially the customer can view the right page of the application.	Interaction with the chat bot.	Going through the user manual.	The interaction from the chat bot is followed by the agent who then provides the query results to the user.	Customer can view the query provided to them to post their query.	Customer can view the status of the ticket by clicking the view status button.	Customer can have a chat with the agent assigned to them.	Customers can rate their experience with the agent using the rating button.	Customers can also provide feedback on the product using the feedback button.	Customers can share their experience with the application in a public forum.	Customers feel comfortable in getting their queries resolved.
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get answers related to product issues as a result of the interaction.	Help me avoid making unnecessary interactions.	Help me understand things clearly.	Help me to understand the application.	Help me to interact with the chatbot.	Help me to access the application with ease.	Help me to interact with the agent.	Help me to post my query as tickets.	Help me to view my ticket status.	Help me to get my query resolved without any delay.	Help me make feedback on the application.	Help me to suggest this to a friend.	Help me give good feedback about the services of the application.
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The services offered in the application happen to be valuable to the users.	Positive feedback from previous users.	It is good to interact with the chat bot.	Easy to use UI.	Provision to post the status of the ticket in the form of a chat.	Ability to track the status of the query.	Provision to have a one-to-one interaction with the agent.	Provision to notify the customers the agent assigned to them.	Getting the required solution to the issue addressed.	Provision to express customer's feelings as feedback.	Customer satisfaction is achieved.	Customer gets a good experience with the application.	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated with the issue.	Confusion on how to solve it.	Customer's dilemma on how to get his/her query resolved using the application.	Unable to access the application due to poor connection.	Bad behavior of agents.	Careless and rushing service.	Late delivery of the requested product/service.	Misunderstanding involved in the interaction between customer and agent.	Query will not be resolved.	Efforts taken may go futile.	Dissatisfaction of the customer when his/her query is not resolved.	Bad experience because of using this application.	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Making promotions about the application and its unique features.	Playing videos about the application and feedback given by the customers.	Instant response by the chatbot.	Can provide access for adjusting font size.	Can give provision for including the agent during ticket raising.	Can provide access to view the transparency of the status update.	Can provide access to have virtual interaction.	Can provide access to view the agent's performance.	Can increase the time of the feedback.	Can notify customers about different offers available.	Giving discounts for upcoming purchases to customers who have given a good review.	Providing them with referral bonus.	

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**Thank you**