



CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP


TEAM INFO

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TEAM ID: PNT2022TMID31329

COLLEGE NAME: DR NGP INSTITUTE OF TECHNOLOGY

DEPARTMENT: COMPUTER SCIENCE AND ENGINEERING



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	Customer service, Customer success



User



User first Login



**Issue have to Register in
the web portal**



**User can track the
issue in the Web Portal**



Logout



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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







































































Share template feedback



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 the product?	 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 are the person (or group) typically experiences?	 Discover the product  Research the product  Read the product  Watch the product	 Enter the process  Enter the process  Enter the process  Enter the process	 Engage the product  Engage the product  Engage the product  Engage the product	 Exit the process  Exit the process  Exit the process  Exit the process	
 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 tool/device or physical object would they use?	 Interactions  Interactions  Interactions	 Interactions  Interactions  Interactions	 Interactions  Interactions  Interactions	 Interactions  Interactions  Interactions	
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help the world...")	 Goals & motivations  Goals & motivations	 Goals & motivations  Goals & motivations	 Goals & motivations  Goals & motivations	 Goals & motivations  Goals & motivations	
 Positive moments What steps show a typical person that everything is working, fun, motivating, delightful, or exciting?	 Positive moments  Positive moments	 Positive moments  Positive moments	 Positive moments  Positive moments	 Positive moments  Positive moments	
 Negative moments What steps show a typical person that is frustrating, confusing, engaging, costly, or time-consuming?	 Negative moments  Negative moments	 Negative moments  Negative moments	 Negative moments  Negative moments	 Negative moments  Negative moments	
 Areas of opportunity Where might we make small steps better? What ideas do we have? What have others suggested?	 Areas of opportunity  Areas of opportunity  Areas of opportunity	 Areas of opportunity  Areas of opportunity  Areas of opportunity	 Areas of opportunity  Areas of opportunity  Areas of opportunity	 Areas of opportunity  Areas of opportunity  Areas of opportunity	



Thank you