Customer Journey Map

	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?	The right software should be implemented; Assign responsibility; Avoid duplicate replies; Enabled canned replies	**Read the guidelines**; **Touchpoints during the coversation**; Looking at the reviews of the product; Comparing the prices	Good relationships with customer; **A happy customer will return often**; Frequently customer spends more; Lead to happier customer	Entering the payment method; **Choosing online or offline payment**; Enters the discount code; Add address Contact number And mail id	**Collecting the feedbacks**; **Using experts ideas**; Rating the experience; Share much as possible in social media
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?	Awareness of the product; Knowing the experience of the product; Loyalty is important; To improve the end user experience; To improve brand loyalty	Interactions occur in bot or chat box; Should have an basic android phone; Needs Internet	Speed of the internet should be in the latest generation; Options should be available in the chat	Direct interactions with the guide, and potentially other group members; Online help forums	Interactive voice response systems; Through call centers queries are taken
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Increase customer satisfaction; Improve net promoter score; Reduce customer wait time; Reduce cost per contact; Improve agent happiness	Brand imager; Customer retention; Enhance productivity; Product Knowledge	Increase online sales; Be empathetic	Average handle time	Increase the rate of revenue; Boost Sales
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer loyalty; Increase profits	Courtesy to give feedback; Reward loyal customer	Use auto-replies; Provide fast customer support	Public image	Offer a bulletproof guarantee; Provide a trial period
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Handle frequent changes; Hold many Responsibilities; Work on irregular Schedule; Handling angry customers	Experience burnout and stress; Slow response time	Overuse of automation; Insufficient tools	Lack of empathy and rude behavior; Communication gap	Unable to communicate in regional language
	Communication skills; Patience; Prioritize quality over quantity; Quality Management; Friendliness	Customer lifetime value	Listening skills; Tenacity; Upsells and rewards; Desire to learn		