

Entice

How does someone initially become awareof this process?

Enter

What do people experience as they begin the process? Engage

In the core momentsin the process, what happens?

Exit

What do people typically as the process finishes?

Extend

What happens after the experience is over?



The right software should be implemented Avoid duplicate Enabled canned replies replies

Comparing the prices Looking at the reviews of the product

Frequently customer spends more

Lead to happier customer

Choosing online or offline payment

Add address Contact number And mail id

Rating the experience

Using experts ideas

Share much as possible in social media

What interactions do they have ateach

- **People:** Who do they see or talk to?
- Things: What digital touchpoints or physical objects would they use?

Interactions occur in bot or chat box

basic android phone

Speed of the internet should be in the latest generation

Direct interactions with the guide, and potentially other group members

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

Brand imager

Enhance

Knowledge

Be empathetic

Increase the rate of revenue



**Positive moments** 

What steps does a typical personfind enjoyable, productive, fun, motivating, delightful, or exciting?

Courtesy to give feedback

Reward loyal customer

Public image

Provide a trial period



**Negative moments** 

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Work on irregular Schedule

Handling angry customers

Experience burnout and stress

Use auto-replies

Communicatio n gap

Unable to communicate in regional language



over quantity

Listening skills

Tenacity
Upsells and rewards
learn