

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



## TEAM DETAILS:

**Team No** : 443841664355750

**College Name** : Angel college of Engineering and technology

**Department** : Computer Science & Engineering

## PROBLEM MEMBERS :

- ☐ LAVANYA
- ☐ KAMALESH
- ☐ PAVITHRA
- ☐ SARANKIRTHIK





## PROJECT DESIGN PHASE –II

### CUSTOMER JOURNEY MAP

|               |                        |
|---------------|------------------------|
| DATE          | 08 October 2022        |
| TEAM ID       | PNT2022TMID37544       |
| PROJECT NAME  | CUSTOMER CARE REGISTRY |
| MAXIMUM MARKS | 2 Marks                |

| STAGE               | AWARENESS  | CONSIDERATION                               | DECISION            | SERVICE   | LOYALTY                                 |
|---------------------|--|---|---------------------|---|---|
| CUSTOMER ACTIVITIES | see social media campaign<br>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      |



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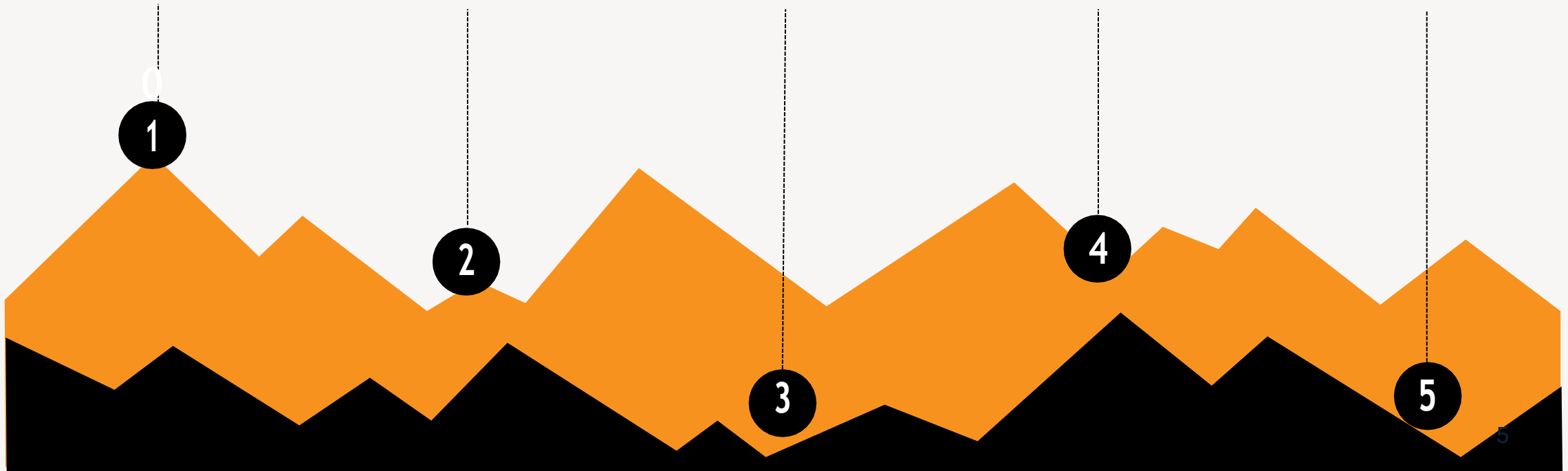
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Customer Journey Map



## 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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1

### 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.

| SCENARIO<br>Browsing, booking, attending, and rating a local city tour   | Entice<br>How does someone initially become aware of this process?  | Enter<br>What do people experience as they begin the process?  | Engage<br>In the core moments in the process, what happens?  | Exit<br>What do people typically experience as the process finishes?  | Extend<br>What happens after the experience is over?   |
|--|---|--|--|---|--|
| <b>Steps</b><br>What does the person (or group) typically experience?  | Search for Support<br>Browse for Knowledge Base for Issues<br>For resolving the customer facing problems<br>Self resolving for a Specific Problem | Raising an Issue<br>Raising an Issue<br>Bringing a Unsustainable Problem<br>Bringing a Unsustainable Problem | Waiting for the Response<br>Taking time for the Agent to Respond<br>Remaining Patient to Receive the response<br>Waiting for the Specific agent to respond | Closing the ticket<br>Finalize the Ticket Closing<br>Completely closing the ticket after solving<br>Either solving ticket or closing the time consuming tickets | Personalised Recommendation<br>After completing the user journey, include recommendation data attributes |
| <b>Interactions</b><br>What interactions do they have at each step along the way?<br>■ <b>People:</b> Who do they see or talk to?<br>■ <b>Places:</b> Where are they?<br>■ <b>Things:</b> What digital touchpoints or physical objects would they use? | Customer<br>Dashboard of the Application<br>Chatbot, Email Support  | Customer and Administrator<br>Source Application<br>Chatbot, Email Support                                   | Customer and Agent<br>Customer Care<br>Email Notification  | Customer Administrator and Agent<br>Customer Care Application<br>Ticket Closing   | Customer email   |
| <b>Goals &amp; motivations</b><br>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")  | Problem to be solved<br>24-7 Support  | Fast Resolving and Time Managed<br>Flexible Support from Application   | Solving the Issues on time<br>All time Support   | Managed time for Accurate Response<br>Flexible Navigation   | Help to customer get solution for their problem  |
| <b>Positive moments</b><br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?  | Solution received at a quick response   | Momentary Responding to Customer   | Most Experienced Agents  | Managing the Utilization of Customer time   | Agent should solve customer's problem  |
| <b>Negative moments</b><br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?  | Delayed response  | Not Responding   | Time out Tickets causing to ticket closure   | Making Fast Customer Tickets  | Waiting on hold for too long   |
| <b>Areas of opportunity</b><br>How might we make each step better? What ideas do we have? What have others suggested?  | Administrative Routing<br>Delayed Response Automated Ticket Closing   | Automated Navigation Mapping<br>Timely Responding  | Time Consuming Ticket Evaluation<br>Speedy Responding  | Automated Ticket Closure<br>Administrative Routing<br>System Failure Data Loss Resolving  | Offer fast support<br>Reduce waiting time  |



**Thank you**