Team ID : PNT2022MID31808.
Project Name : Customer Care Registry

SCENARIO

The customer service process is the set of activities that a business carries out to provide a satisfactory customer experience.

Entice
How does someone initially become aware of this process?

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 does the person (or group) typically experience?

- Entice: The right software should be implemented | Assign responsibility | Avoid duplicate replies | Enabled canned replies
- Enter: Read the guidelines | Touchpoints during the conversation | Looking at the reviews of the product | Comparing the prices
- Engage: Good relationships with customer | A happy customer will return often | Frequently customer spends more | Lead to happier customer
- Exit: Entering the payment method | Choosing online or offline payment | Enters the discount code | Add address Contact number And mail
- Extend: Collecting the feedback | Using experts ideas | Rating the experie | 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?

- Entice: Awareness of the product | Knowing the experience of the product | Loyalty is important | To improve the end user experience | To improve brand loyalty
- Enter: Interactions occur in botor chatbox | Should have an basic android phone | Needs Internet
- Engage: Speed of the internet should be in the latest generation | Options should be available in the chat
- Exit: Direct interactions with the guide, and potentially other resources maybe | Online help forums
- Extend: 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...")

- Entice: Increase customer satisfaction | Improve net promoter score | Reduce customer wait time | Reduce cost per contact | Improve agent happiness
- Enter: Brand image | Customer retention | Enhance productivity | Product Knowledge
- Engage: Increase online sales | Be empathetic
- Exit: Average handle time
- Extend: Increase the rate of revenue | Boost Sales

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- Entice: Customer loyalty | Increase profits
- Enter: Courtesy to give feedback | Reward loyal customer
- Engage: Use auto-replies | Provide fast customer support
- Exit: Public image
- Extend: Offer a bulletproof guarantee | Provide a trial period

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

- Entice: Handle frequent changes | Hold many Responsibilities | Work on irregular Schedule | Handling angry customers
- Enter: Experience burnout and stress | Slow response time
- Engage: Overuse of automation | Insufficient tools
- Exit: Lack of empathy and rude behavior | Communication gap
- Extend: Unable to communicate in regional language

(Skills)

- Entice: Communication skills | Patience | Prioritize quality over quantity | Quality Management | Friendliness
- Enter: Customer lifetime value
- Engage: Listening skills | Tenacity | Upsells and rewards | Desire to learn
- Exit: upsells and renewals | Listening skills | Desire to learn | Time mgmt. skill | Tenacity | Confidence