

Customer experience journey map

A customer journey map is a **visual storyline of every engagement a customer has with a service, brand, or product**. The creation of a journey map puts the organization directly in the mind of the consumer, so they can see and understand their customer's processes, needs, and perceptions.

This is a toolbox...



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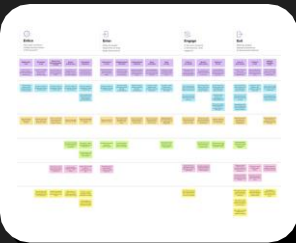
Customer Care Registry

Project Design Phase - II | Customer Journey Map

Team ID - PNT2022TMID45009

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Scenario	Entice	Enter	Engage	Exit	Extend
<p>Registerir g, logging in, creating a ticket, as ing queries and using the applicatic n</p>	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin in the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finishes?</p>	<p>What happens after the experience is over?</p>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Through our website</p> <p>Through their friends</p> <p>Through good word of mouth</p> <p>Find it themselves</p> <p>Customers visit our website and see the other good customer reviews</p> <p>They see their friends use our application for clarifying the queries</p> <p>As our service is excellent in class, it's natural that good word of mouth spreads</p> <p>After finding irrelevant reviews in the e-commerce websites</p>	<p>Register in the application</p> <p>Login to the application</p> <p>Forget password?</p> <p>Registering in our application, by using their email and a unique password</p> <p>Login into the application, to access the dashboard using email and password</p> <p>In case the customer forget either the email or password, can reset the password also</p>	<p>Access the dashboard</p> <p>Create a ticket</p> <p>Update Password</p> <p>Address Column</p> <p>Notifications</p> <p>Support</p> <p>Customer can see all the tickets raised by his/her in the dashboard</p> <p>Customer can raise a ticket with a detailed description of his/her query</p> <p>Customer can update the existing password</p> <p>Customer can have one-to-one conversation with the agent to clarify the query</p> <p>Customers can see the in-app notifications sent to them</p> <p>Customers can give feedback about the application</p>	<p>Feel satisfied</p> <p>Rates the experience</p> <p>Customer feels satisfied after the query has been clarified</p> <p>Rate the overall experience with the agent</p>	<p>Posts online</p> <p>Tells friends</p> <p>Good word of mouth</p> <p>Customer posts his feelings /experience in online</p> <p>Customer tells his friends and families about the experience</p> <p>Friends of customers hear the good deeds and start using the application</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touch points or physical objects would they use?	<p>Through website</p> <p>Through friends</p> <p>Through good word of mouth</p> <p>Through Google</p> <p>Through their families and friends</p>	<p>They interact with the sign up page to fill in all the details</p> <p>They interact with the Watson assistant, incase they need any help</p> <p>They interact with the forget password form to reset the password</p>	<p>Interact with the dashboard to do some activities</p> <p>Ask questions with Watson assistant about all the possible options available</p> <p>Update password section in the application</p> <p>Chat box section in the application with the agent</p> <p>Support section in the web application</p>	<p>Rating experience overlay in the application</p>	<p>Customer's social media platform</p> <p>Friends, colleagues and families</p>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me with patience</p> <p>Help me with better experience</p> <p>Help me to clarify my queries</p>	<p>Help me avoid complex registration process</p> <p>Help me avoid complex login process</p> <p>Help me to reset the password</p>	<p>Help me with a dashboard, to see all the details</p> <p>Help me have a look at the profile page</p> <p>Help me see the status of my ticket</p> <p>Help me to have one-on-one conversation with the agent</p> <p>Help me avoid complex explanations</p>	<p>Help me have a good overall experience</p> <p>Help me rate the agent</p>	<p>Help me avoid post bad comments online</p> <p>Help me suggest the application to my friends and colleagues</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Hearing good comments from friends</p> <p>Seeing the wonderful website</p> <p>Excited about the good word of mouth</p> <p>Motivated after finding it themselves</p>	<p>Excited to interact with the Watson assistant</p> <p>Motivated to use the application</p>	<p>Excited to see the dashboard</p> <p>Motivated to create a ticket</p> <p>Enjoying in having a clear conversation with the agent</p> <p>Delighted after getting instant replies</p> <p>Felt productive after seeing the in-app notifications</p>	<p>Felt productive after having cleared my queries</p> <p>Felt good about the agent who clarified my queries</p>	<p>Felt good after suggesting the application to my friends and colleagues</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Time consuming to find it themselves</p> <p>Angering to get irrelevant replies</p> <p>Time consuming replies for queries</p>	<p>Frustrating when forgetting a password</p> <p>Time consuming registration process</p> <p>Confusing Watson Assistant</p>	<p>Confusing dashboard</p> <p>Confusing profile info page</p> <p>Confusing Watson Assistant</p> <p>Frustrating late or irrelevant replies</p> <p>Time consuming resetting password section</p>	<p>Frustrating experience in the application</p> <p>Time consuming rating process</p>	<p>Angering talks with friends</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Advertise in youtube</p> <p>Increase</p>	<p>Simplify registration process</p> <p>Send mail alerts in case of login</p>	<p>Show more details in dashboard</p> <p>Add images option in conversation with agents</p> <p>Add more options in Watson Assistant</p> <p>Add automated replies if possible</p>	<p>Add some categories in rating agents section</p> <p>Add a personalized message sending option to the agent</p>	<p>Develop cross platform mobile applications</p> <p>Add more and more agents into the system</p>



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