

TEAM ID	PNT2022TMID45006
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	4 MARKS

SCENARIO

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

Steps

What does the person (or group) typically experience?

Interactions

What interactions do they have attach step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touch points or physical objects would they use?

Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)

Positive moments

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

Negative moments

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

Entice

How does someone initially become aware of this process?

The right software should be implemented

Assign responsibility

Avoid duplicate replies

Enabled canned replies

Enter

What do people experience as they begin the process?

Read the guidelines

Touch points during the conversation

Looking at the reviews of the product

Comparing the prices

Engage

In the core moments in the process, what happens?

Good relationships with customer

A happy customer will return often

Frequently customer spends more

Lead to happier customer

Exit

What do people typically experience as the process finishes?

Entering the payment method

Choosing online or offline payment

Enters the discount code

Add address
Contact number
And mail id

Extend

What happens after the experience is over?

