

Customer Journey:	Normal Use	Notices Issue or Has Complaint	Ask for Help/ Contacts Support	Speaks with Support or Rep	Resolves Conflict / Issues
What is the customer feeling?	Easy to find Donars	Basic access fulfilled	Pleasant	Comfortable to talk	Delighted
Why is the customer feeling this way?	The application is easy to use and highly effective	Normal basic needs	Easy chat options	User friendly	Sees problem in customers view

What action do
we take in the
background?

Manage
Donors
Details

Rectify

Clarify

Interactive

Update