

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS :

TEAM ID : PNT2022TMID37393

College : Mohammed sathak A.J College of Engineering

Department : Computer science Engineering

TEAM MEMBERS :

T.ARIAHRAN

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STAGE	AWARENESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
CUSTOMER ACTIVITIES	see social media campaign 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



USER



USER FIRST LOGIN



Issue have to Register in the web portal



User can track issues in web portal



LOGOUT

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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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.

	 Entice How does someone initially become aware of this product?	 Enter What do people experience as they begin this process?	 Engage In this early 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?	<div>Search for product</div> <div>Research knowledge about the brand</div> <div>Get speaking to customer service</div> <div>Get speaking to a specific employee</div>	<div>Being informed</div> <div>Being involved</div> <div>Being informed product</div> <div>Being involved product</div>	<div>Working on the hardware</div> <div>Working on the software</div> <div>Working on the hardware</div> <div>Working on the software</div>	<div>Using the tool</div> <div>Working on the tool</div> <div>Working on the tool</div> <div>Working on the tool</div>	<div>Finalized recommendation</div> <div>Recommendation</div> <div>Recommendation</div> <div>Recommendation</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">• People: Who do they see or talk to?• Places: Where are they?• Things: What digital touchpoints or physical objects would they use?	<div>Customer</div> <div>Customer service</div> <div>Customer service</div> <div>Customer service</div>	<div>Customer service</div> <div>Customer service</div> <div>Customer service</div> <div>Customer service</div>	<div>Customer service</div> <div>Customer service</div> <div>Customer service</div> <div>Customer service</div>	<div>Customer service</div> <div>Customer service</div> <div>Customer service</div> <div>Customer service</div>	<div>Customer service</div> <div>Customer service</div> <div>Customer service</div> <div>Customer service</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? (They may... "or "they may want...")	<div>Research product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Research product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Research product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Research product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>	<div>Get product</div> <div>Get product</div>

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THANK YOU...