CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP

TEAM DETAILS:

Team No : PNT2022TMID37544
College Name : Jeppiaar SRR Engineering
Department College
: Computer Science & Engineering

PROBLEM MEMBERS :

- ❑ RAJKIRAN S S
- ❑ KAMALESUWARAN D
- ❑ SRIGOVINDH S
- ❑ GURURAJAN M

PROJECT DESIGN PHASE –II

CUSTOMER JOURNEY MAP

DATE	08 October 2022
TEAM ID	PNT2022TMID37544
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

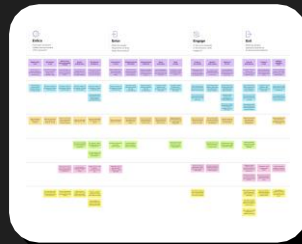# Customer Care Registry

Team ID: PNT2022TMID37544

Customer experience 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.

Product School
Created in partnership with

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.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO
Browsing, booking, attending, and rating a local city tour

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?

	Entice			Enter		Engage				Exit		Extend	
Steps What does the person (or group) typically experience?	**Face issue** When a customer has any issue with the product, they look out for a customer care section in the portal	**Get doubts** When the customer have doubts about some products, they wish to use a customer care		**Chat with bot** Customers can interact with the chatbot available on the home page of the application to get their basic doubts clarified	**Go-through user manual** Customers can understand the workflow of the application by reading through the manual available in the portal	**Raise ticket** Customers can post their queries/issues by raising tickets	**Interact with agent** Customers can have both public and private interaction with the agents	**View status** Customers can view the status of their tickets at any point of time	**View history** Customers can view the history of previous tickets raised by them	**Rate the experience** Customers can rate their experience with the application by clicking the smiley buttons	**Provide feedback** Customers can provide their feedback in the allotted space	**Query resolved** Finally, customer query/issue is resolved	**User satisfaction is achieved** Customers who got their issues clarified get a feeling of satisfaction
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?	Customers can use PCs, laptops, mobile phones or tablets to access these services	Customers can avail the services by clicking on the respective button in the portal they use	Initially the customers can view the login page of the application	Interaction with the chat bot	Going through the user manual	The interaction from the chat bot is diverted to with the agent when the query couldn't be solved by the chat bot	Customer can view the space provided for them to post their query	Customer can view the status of the ticket by clicking the view status button	Customer can have a direct interaction the agent assigned to their	Customers can rate their experience with the application by clicking the smiley buttons	Customers can also provide feedback in the feedback section	Customers can share their experience with the application in a public forum	Customers feel comfortable in getting their queries resolved
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me get answers,solutions and pleasant experiences as a result of the interactions.	Help me avoid making misinterpretations	Help me understand things clear	Help me to understand the application	Help me to interact with chatbot	Help me to access the application with ease	Help me to interact with the agent	Help me to post my query as tickets	Help me to view my ticket status	Help me to get my query resolved without any delay	Help me make feel satisfied with the application	Help me to suggest this to a friend	Help me give good feedback about the services of the application
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The services offered in this application happen to be valuable to the users	Positive feedback from previous users		It is good to interact with the chat bot	Easy to use UI	Provision to post the about query in the form of ticket	Able to track the status of the query	Provision to have a one-to-one interaction with the agent	Provision to notify the customers the agent allotted to them	Getting the required solution to the issue addressed.	Provision to express customer's feelings as feedback	Customer satisfaction is achieved	Customer gets a good experience with the application
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated with the issue	Confusion on how to solve it		Customer's dilemma on how to get his/her properly query resolved using internet the application	Unable to access the application due to poor connection	Rude behaviors of agents	Careless and rushing service	Late delivery of the requested products/service.	Misunderstanding involved in the interaction between customer and agent	Query will not be resolved	Efforts taken may go futile	Dissatisfaction of the customer when his/her query is not resolved	Bad experience because of using this application
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Making promotions about the application and its unique features	Playing videos about the application and feedback given by the customers		Instant response by the chatbot	Can provide access for adjusting font size	Can give provision for including images during ticket raising	Can provide access to view the timestamp of the status update	Can provide access to have visual interaction	Can provide access to rate the agent's performance	Can increase the limit of the feedback	Can notify customers about different attractive offers available	Giving discounts for upcoming purchases to customers who faced issue previously	Providing them with referral bonus

Thank you