Project Design Phase-II Customer Journey Map

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Project Name	Project – Data Analytics for DHL Logistics Facilities

SCENARIO

Shipping service, Transport, Tracking Location, Delivery & Rating

	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?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Pack it up — Customer is responsible for packing your own shipment. Do your best to protect your shipment adequately both internally and externally.	**Package items** — Once the customer package received the package will be checked and stored	**Website and Track** — Customer Will get Tracking Status id So User can track location in website	**Prompt for Review** — Knowledge about the user's Satisfaction	**Action** — Necessary actions to the damage of products
Transporting the goods — Prepare the needed document and pass the goods	**Service** — Checking the service and move on to the process	**Identify** — Identifying the Cities more number delivery service	**Verifying and Submitting Review** — Verify the Customer using OTP and Get Feedback	**Recommendation For Service** — Recommend them to use our latest service and update our service oftenly
Book your Shipment — Customer need to Book the shipment time and choose the service & mode of transport	**Complete Payment** — Measure the Service and Fix a rate and complete the payment process	**Surcharges** — Highlighting the Normal delivery charges and Speed post		
		Safety & Security — Door to Door Delivery Service with safety		

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?

Entice	Enter	Engage	Exit	Extend
Initial Guidelines Provided to the customer	International and Domestic Delivery services for parcels and documents	Pick date and time specifed	Pos to swipe and pay by customer for the services	Provide a Chat and customer Service to interact
DHL global services through air, water and ground	Depending upon origin and destination deadline determined	Mobile phones to track customer address	Successful completion of Services	Status of Each Delivered product see through the mobile devices
Domestic road freight service for palletized cargo.	Handling of Oversized goods	Identifying the Cities and Countries more number delivery service		

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
Safety of products and customer satisfaction	Shifting of Products as that of predefined	Separation of goods according to the cities and states	Avoid wrong routes helps in time and fuel cost	Global Forwarding & Freight
Getting the tracking ID or number for the product	Time scheduled for the product	Classify the Cities and States	Cost efcient for the Customers	Access to powerful shipping tools with MyDHL+
Successful registration of Order				

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

Entice	Enter	Engage	Exit	Extend
Extra Gift provide with their product	Delivering the electronic products	Goods are neither oversized nor undersized	Make a Separate Road lines to deliver fast	Frequent Usage of Service
Safe and Secure package	Product Transporting procedures	Dangerous goods are processed with precautions	Early Delivery	Confidences after analyzing

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

Entice	Enter	Engage	Exit	Extend
Rude Delivery agent	Error in getting tracking ID	Parcel and Document Shipping Registration	Damage Items	Strike Issue
Wrong address	Invalid address specified during registration	Overloading of objects more than expected	Late Delivery	Delay in Deliver
Server Issue				

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Reduction of time in post and mail through the fast ways and internet	Acknowledgement from the target to source about that status	Increase the Accuracy and calculating the error	Reduce the Traffic	Don't take unnecessary Routes & Save Petrol
New Marks to improve the business	Pickup Time and place suggested by the Customer	Maintain the Server regularly	New marks to improve the business	Take all goods in one load