CUSTOMER CARE REGISTRY



CUSTOMER JOURNEY MAP

TEAM DETAILS:

Team ID : PNT2022TMID34259

Team Leader : MATHAVAN R

Team member : SUMATHIPONNAMMAL S

Team member : MUTHU SELVI M

Team member : BABISHA M

College Name : CAPE INSTITUTE OF TECHNOLOGY

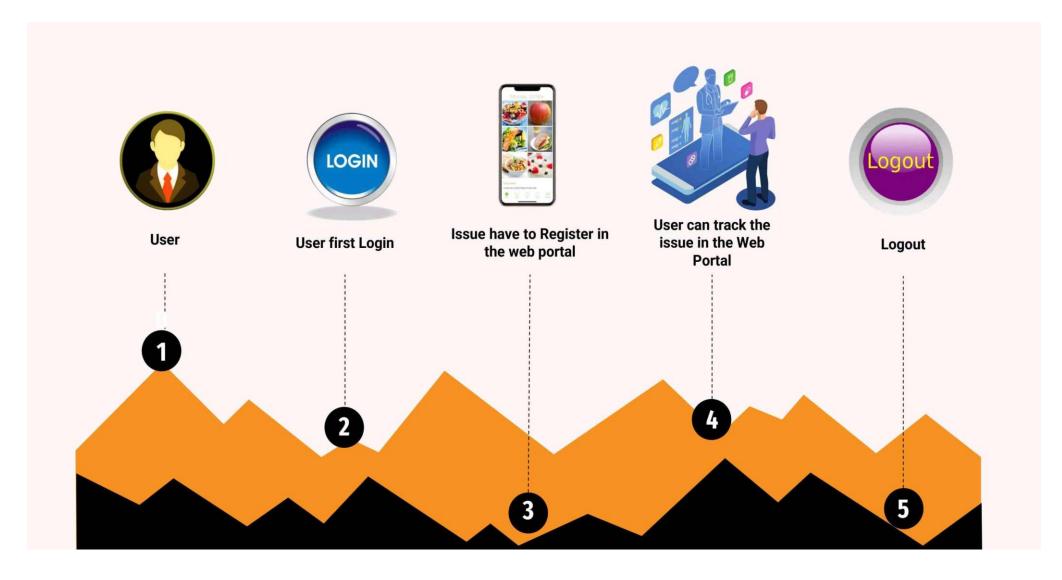
Department : COMPUTER SCIENCE & INFORMATION

TECHNOLOGY

PROJECT DESIGN PHASE –II CUSTOMER JOURNEY MAP

DATE	25.10.2022
TEAM ID	PNT2022TMID34259
PROJECT NAME	CUSTOMER JOURNEY MAP
MAXIMUM MARKS	2 MARK

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





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.

ded in partnership wit





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.

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?
Steps What does the person (or group) typically experience?	Sweeth for Support Converting the Interest Transcript	Brising an Issue Brising an Issue Brising a Brising an Issue Brising a Brising an Issue Andreas Brising a Brising an Issue Andreas Brising an Issue Brising an Issue Andreas Brising an Issue	Moting for the Beauty time for the Appert to Response Beauties Princes Beauties Princes Beauties Description Beauties Description Beauties Description Beauties Description Beauties Description	Cooling the blase Provide the Tatest Cooling Comming Comming Comming Comming to the Cooling Commission Commiss	Personalized Reconstantiation Meaning to the second secon
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?	Customes Described of the Application Contact Enter Security	Commented Source Application - Assessment Source Street Source So	Customer and Agent Goldoner-Cine Great Resification	Continuer Carlesian City Application and Application Towar City State City St	Contract stind
Goals & motivations At each step, what is a person's primary goal or motivation? ['Help me." or "Help me avoid"]	Problem to be about 10 and 10 departs	Float Speaking and Float Support Time Managed times Application	Solving the boson on Art tyre Support total	Managed time for flowlight New Significant Strapmont	Help to customer get solution for their problem
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution inclusived at a quicks response	Manustry Security to Continuity	Mort Equipment Agents	Managing the URS-asset of Calcium State	Agent should solve contemps's problem
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayer regions	No Reporting	Sine out Tribins coving to take characteristics of the characteristi	Managifies Catterer Tours	Wating as hold for too long
Areas of opportunity How might we make each step better? What Ideas do we have? What have others suggested?	Advantation Ready Delings Street Asserted Tickst Convey	Assemble Transforming	Tree Comming Spined Requestry Spined Evolution	According fixes development System Palaine Date Colorer Reading Lass Revolving	Offer fast support Since