












## Project Design Phase-II Customer Journey Map

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Project Name	Project – Data Analytics for DHL Logistics Facilities

<div>SCENARIO</div> <div>Shipping service, Transport, Tracking Location, Delivery &amp; Rating</div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Pack it up</div><div>Customer is responsible for packing your own shipment. Do your best to protect your shipment adequately both internally and externally.</div></div> <div><div>Transporting the goods</div><div>Prepare the needed document and pass the goods</div></div> <div><div>Book your Shipment</div><div>Customer need to Book the shipment time and choose the service &amp; mode of transport.</div></div>	<div><div>Package Items</div><div>Once the customer package received the package will be checked and stored</div></div> <div><div>Service</div><div>Checking the service and move on to the process</div></div> <div><div>Complete Payment</div><div>Measure the Service and Fix a rate and complete the payment process</div></div>	<div><div>Website and Track</div><div>Customer Will get Tracking Status id So User can track location in website</div></div> <div><div>Identify</div><div>Identifying the Cities more number delivery service</div></div> <div><div>Surcharges</div><div>Highlighting the Normal delivery charges and Speed post</div></div> <div><div>Safety &amp; Security</div><div>Door to Door Delivery Service with safety</div></div>	<div><div>Prompt for Review</div><div>Knowledge about the user's Satisfaction</div></div> <div><div>Verifying and Submitting Review</div><div>Verify the Customer using OTP and Get Feedback</div></div>	<div><div>Action</div><div>Necessary actions to the damage of products</div></div> <div><div>Recommendation For Service</div><div>Recommend them to use our latest service and update our service oftenly</div></div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ <b>People:</b> Who do they see or talk to?</div><div>■ <b>Places:</b> Where are they?</div><div>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Initial Guidelines Provided to the customer</div></div> <div><div>DHL global services through air, water and ground</div></div> <div><div>Domestic road freight service for palletized cargo.</div></div>	<div><div>International and Domestic Delivery services for parcels and documents</div></div> <div><div>Depending upon origin and destination deadline determined</div></div> <div><div>Handling of Oversized goods</div></div>	<div><div>Pick date and time specified</div></div> <div><div>Mobile phones to track customer address</div></div> <div><div>Identifying the Cities and Countries more number delivery service</div></div>	<div><div>Pos to swipe and pay by customer for the services</div></div> <div><div>Successful completion of Services</div></div>	<div><div>Provide a Chat and customer Service to interact</div></div> <div><div>Status of Each Delivered product see through the mobile devices</div></div>
<div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Safety of products and customer satisfaction</div></div> <div><div>Getting the tracking ID or number for the product</div></div> <div><div>Successful registration of Order</div></div>	<div><div>Shifting of Products as that of predefined</div></div> <div><div>Time scheduled for the product</div></div>	<div><div>Separation of goods according to the cities and states</div></div> <div><div>Classify the Cities and States</div></div>	<div><div>Avoid wrong routes helps in time and fuel cost</div></div> <div><div>Cost efficient for the Customers</div></div>	<div><div>Global Forwarding &amp; Freight</div></div> <div><div>Access to powerful shipping tools with MyDHL+</div></div>
<div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Extra Gift provide with their product</div></div> <div><div>Safe and Secure package</div></div>	<div><div>Delivering the electronic products</div></div> <div><div>Product Transporting procedures</div></div>	<div><div>Goods are neither oversized nor undersized</div></div> <div><div>Dangerous goods are processed with precautions</div></div>	<div><div>Make a Separate Road lines to deliver fast</div></div> <div><div>Early Delivery</div></div>	<div><div>Frequent Usage of Service</div></div> <div><div>Confidences after analyzing</div></div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Rude Delivery agent</div></div> <div><div>Wrong address</div></div> <div><div>Server Issue</div></div>	<div><div>Error in getting tracking ID</div></div> <div><div>Invalid address specified during registration</div></div>	<div><div>Parcel and Document Shipping Registration</div></div> <div><div>Overloading of objects more than expected</div></div>	<div><div>Damage Items</div></div> <div><div>Late Delivery</div></div>	<div><div>Strike Issue</div></div> <div><div>Delay in Deliver</div></div>
<div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Reduction of time in post and mail through the fast ways and internet</div></div> <div><div>New Marks to improve the business</div></div>	<div><div>Acknowledgement from the target to source about that status</div></div> <div><div>Pickup Time and place suggested by the Customer</div></div>	<div><div>Increase the Accuracy and calculating the error</div></div> <div><div>Maintain the Server regularly</div></div>	<div><div>Reduce the Traffic</div></div> <div><div>New marks to improve the business</div></div>	<div><div>Don't take unnecessary Routes &amp; Save Petrol</div></div> <div><div>Take all goods in one load</div></div>