Project Design Phase-II
Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID24413
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	**Transporting the goods**	**Book your Shipment**	**Package items**	**Service**	**Complete Payment**	**Website and Track**	**Identify**	**Surcharges**	**Safety & Security**	**Prompt for Review**	**Verifying and Submitting Review**	**Action**	**Recommendation For Service**
Customer is responsible for packing your own shipment Do your best to protect your shipment adequately both internally and externally.	Prepare the needed document and pass the goods	Customer need to Book the shipment time and choose the service & mode of transport	Once the customer package received the package will be checked and stored	Checking the service and move on to the process	Measure the Service and Fix a rate and complete the payment process	Customer Will get Tracking Status id So User can track location in website	Identifying the Cities more number delivery service	Highlighting the Normal delivery charges and Speed post	Door to Door Delivery Service with safety	Knowledge about the user's Satisfaction	Verify the Customer using OTP and Get Feedback	Necessary actions to the damage of products	Recommend them to use our latest service and update our service oftenly

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

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

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	Safe and Secure package		Delivering the electronic products	Product Transporting procedures		Goods are neither oversized nor undersized	Dangerous goods are processed with precautions			Make a Separate Road lines to deliver fast	Early Delivery	Frequent Usage of Service	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	Wrong address	Server Issue	Error in getting tracking ID	Invalid address specifed during registration		Parcel and Document Shipping Registration	Overloading of objects more than expected			Damage Items	Late Delivery	Strike Issue	Delay in Deliver

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	New Marks to improve the business		Acknowledgement from the target to source about that status	Pickup Time and place suggested by the Customer		Increase the Accuracy and calculating the error	Maintain the Server regularly			Reduce the Traffic	New marks to improve the business	Don't take unnecessary Routes & Save Petrol	Take all goods in one load