CLOUD APPLICATION DEVELOPMENT

PROJECT DESIGN PHASE-2

Customer Journey -Template

| Team ID: | PNT2022TMID45523 |
|-----------|------------------------|
| Project : | Customer Care Registry |

SCENARIO

The customer service process is the set of activities that a business carries out to provide a satisfactory customer experience.



How does someone initially become awareof this process?



What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically as the process finishes?



What happens after the experience is over?

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Steps

The right software should be implemented Avoid duplicate replies replies replies

available tours

The Customer sees available tours for their dates city and number of people

An Email immediately sends to confirm their tour and provides details about Looking at the reviews of the product and when to meet their goal

email

confirmation

Frequently customer spends more

Lead to happier customer

Add address Contact number And mail id

Choosing online or offline payment

Rating the experience

personalized tour offer

The customer receives

an email14 days their tour with personalized

Interactions

What interactions do they have ateach step along the way?

What does the person (or group)typically experience?

- **People:** Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

travel booking section of the website ,IOS app android app

To improve the end user experience

Interactions occur in bot or chat box

Customer's email (software like outlook or website Speed of the internet should be in the latest generation

Direct interactions with the guide, and potentially other group members

TO some degree ,that is communicating with the

tour guide who will see

Online help forums

Interactive voice

Through call centers queries are taken

Goals & motivations

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

promoter score

Reduce customer wait time

Reduce cost per

Brand imager

Enhance

Knowledge

Be empathetic

Help me leave the tour with good feeling and no

awkwardness

Positive moments

What steps does a typical personfind enjoyable, productive, fun, motivating, delightful, or exciting?

Reward loyal customer

Use auto-replies

Provide a trial period

Negative moments

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

Work on irregular Schedule

Experience burnout and stress

Communicatio n gap

Customer report feeling review fatigue

Unable to communicate in regional language

over quantity

Could we a/b test different language to see what changes response rates?

How might we help people celebrate and remember things they done in the past?

Handling angry customers

Listening skills

Tenacity

Upsells and rewards

Learn

Desire to learn