

Project Design Phase-2
Customer Journey Map

Team ID
PNT2022TMID45758

Project Name
Project - Customer Care Registry

This is the journey of a
Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

Customer satisfaction
Responding quickly

What do they struggle with most?

Proper allocation of staff
Security

What tasks do they have?

Listen carefully to the queries
Provide service on time

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?	What changes for them? Outcome
Actions What does the customer do? What information do they look for? What is their context?	Queries	Data is more secure . Deals with problems quickly Data privacy	Low price Time efficient Can solve the problem easily. Responding people	Allocating agent Live chatbox Tracking of services	
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Lack of strategy Slow software	Proper solution for a problem. Providing service on time Unnecessary of long process	Email notification Filtration based on details. Clean ui interface Need to repurchase often	Allocating agent User feedback Solve the problem in short time	
Touchpoint What part of the service do they interact with?	Service at anytime	Proper allocation of staffs Security Asking for rating	Customer privacy Checking customer limits Quick resolution of problem Maintaining database	Listen carefully to the queries Providing service details Deals with problem quickly	
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🧐	😞	😞	🎉	
Backstage					
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	Increase/decrease a leading metric by	
Process ownership Who is in the lead on this?	Customers	Customers data's are more secure so they can trust us more.	To be a successful a customer must know a great deal about this process.		