

# CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



## TEAM DETAILS:

Team No : PNT2022TMID50972  
College Name : V.P.M.M.Engineering College for Women  
Department : Computer Science & Engineering

## PROBLEM MEMBERS :

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## PROJECT DESIGN PHASE –II

### CUSTOMER JOURNEY MAP

DATE	08 October 2022
TEAM ID	PNT2022TMID37544
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	2 Marks

# Customer Care Registry

Team ID: PNT2022TMID37544

Template

## Customer experience 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.

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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.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

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?

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?

Goals & motivations

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

Positive moments

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

Negative moments

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

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Face issue

When a customer has any issue with the product, they look out for a customer care section in the portal

Get doubts

When the customer have doubts about some products, they wish to use a customer care

Chat with bot

Customers can interact with the chatbot available on the home page of the application to get their basic doubts clarified

Go-through user manual

Customers can understand the workflow of the application by reading through the manual available in the portal

Raise ticket

Customers can post their queries/issues by raising tickets

Interact with agent

Customers can have both public and private interaction with the agents

View status

Customers can view the status of their tickets at any point of time

View history

Customers can view the history of previous tickets raised by them

Rate the experience

Customers can rate their experience with the application by clicking the smiley buttons

Provide feedback

Customers can provide their feedback in the allotted space

Query resolved

Finally, customer query/issue is resolved

User satisfaction is achieved

Customers who got their issues clarified get a feeling of satisfaction

Customers can use PCs, laptops, mobile phones or tablets to access these services

Customers can avail the services by clicking on the respective button in the portal they use

Initially the customers can view the login page of the application

Interaction with the chat bot

Going through the user manual

The interaction from the chat bot is diverted to wish the agent when the query couldn't be ticket solved by the chat bot

Customer can view the workflow of the application by reading through the manual available in the portal

Customer can view the status of their tickets at any point of time

Customer can have a direct interaction the agent assigned to their

Customers can rate their experience with the application by clicking the smiley buttons

Customers can also provide feedback in the feedback section

Customers can share their experience with the application in a public forum

Customers feel comfortable in getting their queries resolved

Help me get answers,solutions and pleasant experiences as a result of the interactions.

Help me avoid making misinterpretations

Help me understand things clear

Help me to understand the application

Help me to interact with chatbot

Help me to access the application with ease

Help me to interact with the agent

Help me to post my query as tickets

Help me to view my ticket status

Help me to get my query resolved without any delay

Help me make feel satisfied with the application

Help me to suggest this to a friend

Help me give good feedback about the services of the application

The services offered in this application happen to be valuable to the users

Positive feedback from previous users

It is good to interact with the chat bot

Easy to use UI

Provision to post the query in the form of ticket

Able to track the status of the query.

Provision to have a one-to-one interaction with the agent

Provision to notify the customers the agent allotted to them

Getting the required solution to the issue addressed.

Provision to express customer's feelings as feedback

Customer satisfaction is achieved

Customer gets a good experience with the application

Frustrated with the issue

Confusion on how to solve it

Customer's dilemma on how to get his/her properly query resolved using internet the application

Unable to access the application due to poor connection

Rude behaviors of agents

Careless and rushing service

Late delivery of the requested products/ service.

Misunderstanding involved in the interaction between customer and agent

Query will not be resolved

Efforts taken may go futile

Disatisfaction of the customer when his/ her query is not resolved

Bad experience because of using this application

Making promotions about the application and its unique features

Playing videos about the application and feedback given by the customers

Instant response by the chatbot

Can provide access for adjusting font size

Can give provision for including images during ticket raising

Can provide access to view the timestamp of the status update

Can provide access to have visual interaction

Can provide access to rate the agent's performance

Can increase the limit of the feedback

Can notify customers about different attractive offers available

Giving discounts for upcoming purchases to customers who faced issue previously

Providing them with referral bonus

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A decorative graphic on the left side of the slide consists of a cluster of hexagons in various colors: light blue, orange, grey, and white. Some hexagons contain icons: a group of business people, a group of blue person silhouettes, a stack of documents with charts, and a group of three person silhouettes (two orange, one grey).

# Thank you