












**PROJECT DESIGN PHASE- | |**  
**CUSTOMER CARE REGISTRY**

Date	16 october 2022
Team id	PNT2022TMID47409
Project	Customer care registry
Maximum Marks	2 Marks

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>  <b>Entice</b>            How does someone initially become aware of this process?         </div>	<div>  <b>Enter</b>            What do people experience as they begin the process?         </div>	<div>  <b>Engage</b>            In the core moments in the process, what happens?         </div>	<div>  <b>Exit</b>            What do people typically experience as the process finishes?         </div>	<div>  <b>Extend</b>            What happens after the experience is over?         </div>
<div>  <b>Steps</b>            What does the person (or group) typically experience?         </div>	<div> <div>Seeking assistance</div> <div>Look up problems in the knowledge base</div> <div>For resolving a client-related issue</div> <div>Self-correcting for a specific issue</div> </div>	<div> <div>Raising a ticket</div> <div>Bringing a problem to be resolved</div> </div>	<div> <div>Waiting for response</div> <div>Allowing time for the agent to respond</div> <div>Patiently waiting for response</div> <div>Waiting until the agent responds</div> </div>	<div> <div>Ticket solved</div> <div>Confirm ticket closing</div> <div>Closing the ticket once it solved</div> <div>Ticket is solved / ticket is unsolved for long time</div> </div>	<div> <div>Recommendation</div> <div>Customer recommends website to others</div> </div>
<div>  <b>Interactions</b>            What interactions do they have at each step along the way?           <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul> </div>	<div> <div>Customer</div> <div>Dashboard</div> <div>Chatbot, Email support, Call support</div> </div>	<div> <div>Customer and Admin</div> <div>Application</div> <div>Chatbot, Email support, Call support</div> </div>	<div> <div>Customer and Agent</div> <div>Customer Care Application</div> <div>Email support</div> </div>	<div> <div>Customer, Admin and Agent</div> <div>Customer Care Application</div> <div>Ticket Closing</div> </div>	<div> <div>Customer email</div> </div>
<div>  <b>Goals &amp; motivations</b>            At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")         </div>	<div> <div>Solve problem</div> <div>24 / 7 service</div> </div>	<div> <div>Time management and quick resolution</div> <div>Wide range of application support</div> </div>	<div> <div>Resolving problems on time</div> <div>Support at all times</div> </div>	<div> <div>Timely resolution of problems</div> <div>Easily navigable</div> </div>	<div> <div>Support the customer in resolving their issue as soon as possible.</div> </div>
<div>  <b>Positive moments</b>            What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?         </div>	<div> <div>Solution obtained in a timely manner</div> </div>	<div> <div>Responding to customers in the moment</div> </div>	<div> <div>Most experienced agents</div> </div>	<div> <div>Managing customer time utilisation</div> </div>	<div> <div>Customer issues should be resolved by the agent.</div> </div>
<div>  <b>Negative moments</b>            What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?         </div>	<div> <div>Delayed response</div> </div>	<div> <div>Not responding</div> </div>	<div> <div>Ticket timeouts result in ticket closure</div> </div>	<div> <div>Creating falsely customer tickets</div> </div>	<div> <div>Being on hold for a long time</div> </div>
<div>  <b>Areas of opportunity</b>            How might we make each step better? What ideas do we have? What have others suggested?         </div>	<div> <div>Administrative routing</div> <div>Delayed Response automatic ticket closing</div> </div>	<div> <div>Mapping for Automated Navigation</div> <div>Quick response</div> </div>	<div> <div>Prompt response</div> <div>Rapid action</div> </div>	<div> <div>Automatic ticket revocation</div> <div>Administrated routing</div> </div>	<div> <div>Provide immediate assistance</div> <div>Waiting time should be reduced.</div> </div>

