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**TIME**



**PHASE**

What are the high-level phases across the customer journey?

***NEED***

***RESEARCH***

***SELECT***

Visualize the **Customer** and **Employee** interactions and touchpoints using Journey Mapping

**CUSTOMER BEHAVIORS**

What are the actions taken by the customer?

**CUSTOMER BEHAVIORS**

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**TOUCHPOINTS**

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**TOUCHPOINTS**

What channels does the customer use to reach you?

**ATTITUDES + EMOTIONS**

What attitude or emotion does the journey evoke?

**Feeling excitement, intrested**

**ATTITUDES + EMOTIONS**

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**ATTITUDES + EMOTIONS**

**INTERNAL PROCESSES**

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**INTERNAL PROCESS**

What are the steps taken internally to support the customer behavior?

**TEAMS + GROUPS**

What teams and groups are engaged in delivering the experience?

**TEAMS + GROUPS**

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**TEAMS + GROUPS**

**SYSTEMS**

**+ TOOLS**

What systems and tools are used to deliver the experience?

**SYSTEMS + TOOLS**

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**ATTITUDES + EMOTIONS**

What attitude or emotion does the journey evoke?

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**ATTITUDES + EMOTIONS**

**Empowered**

**Excitement about the completed project**

**Interested**

**Contact Numbers**

**Feedback**

**Application**

**Customer services**

**Through application**

**Helpdesk team**

**Helpdesk**

**The application features will be updated within a given travel**

**Feedback will be considered and replied**

**Empowered**

**Excitement**

**Feedback**

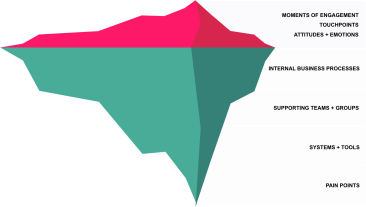
**Helpdesk**

**Crop Plantation**

**Monitoring water level**

**Analyzing data fetch by sensors**

**Monitoring farming land**



**Customer & Employee Journey Map**

**Agenda**

**1**

Visualize the **Customer** and **Employee** interactions and touchpoints using Journey Mapping

**2**

Identify Moments of Truth by evaluating issues and opportunities

**3**

Prepare Needs Statements by framing Moments of Truth

**4**

Flag the most compelling areas of focus using Visualize the Vote

**NAVIN**

**GURU**

**DINESH**

**GMR**

**Introduction**

**Customer Experience**

**Employee Experience**

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE